

Southern HARDWARE

JUNE
1954

In this issue
A Survey of New
and Profitable Lines
Pg. 35

Including the SOUTHERN FARM EQUIPMENT section

New Irwin 2-way sales-maker

- (1) 13 fast-selling 62T auger bits
- (2) with Sell-O-Bit metal display

Gives you a full-time auger bit salesman in only inches of space

A product well displayed means extra sales. So put Irwin's 2-Way Sales-Maker to work in your store. You get a sturdy metal Sell-O-Bit display. You get an open stock assortment of 13 Irwin 62T Auger Bits — America's best known and fastest-selling. And all for a modest \$9.93 investment. The retail value is a healthy \$14.90 which means a good profit for you.

Irwin's Sell-O-Bit Display screws on in a jiffy. Requires only inches of space to mount. Securely holds 13 Irwin Auger Bits, sizes $\frac{1}{4}$ to 1", with special spring-steel clips. Shows hole sizes for easy selection by clerk or customer. Order several Irwin 2-Way Sales-Makers today. Put them to work at all key traffic points in your store. And while you're at it — order some extras for over-the-counter sale, too. You'll need them.

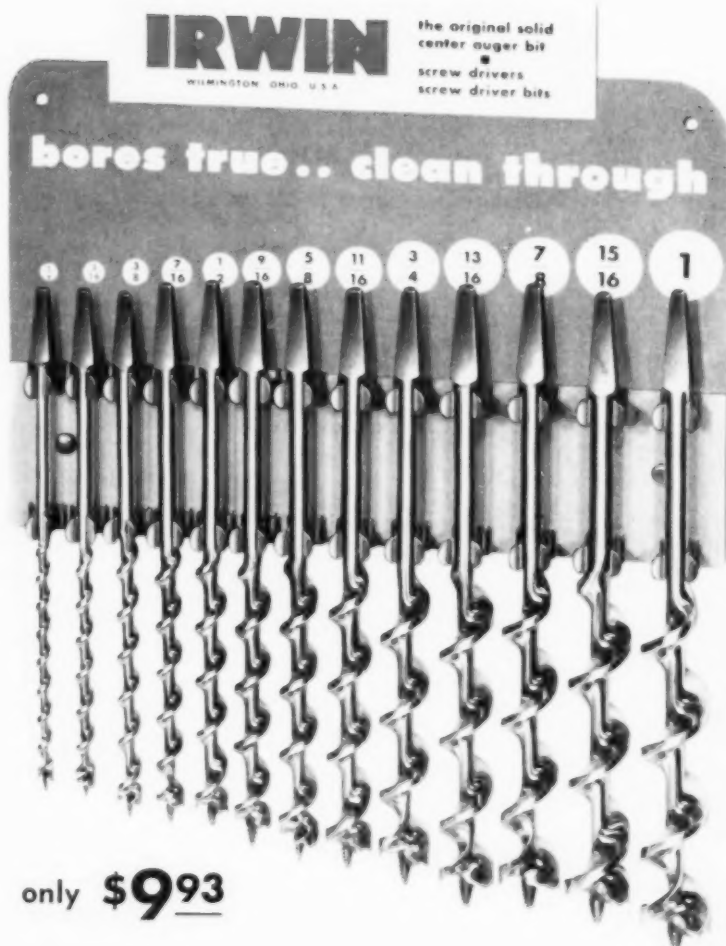
Order from your Irwin jobber today
Stock No. D-13

2-Way Sales Maker includes 13 Irwin 62T Auger Bits and metal Sell-O-Bit Display. Packaged in one carton.

Auger Bit Assortment includes Irwin 62T sizes $\frac{1}{4}$, $\frac{5}{16}$, $\frac{3}{8}$, $\frac{7}{16}$, $\frac{1}{2}$, $\frac{9}{16}$, $\frac{5}{8}$, $\frac{11}{16}$, $\frac{3}{4}$, $\frac{13}{16}$, $\frac{7}{8}$, $\frac{15}{16}$, 1 inch. Fast selling sizes.

Retail Value: \$14.90 per 13 bit 62T assortment.

Dealer Cost: \$9.93 for both Irwin's 13 bit 62T assortment and new Sell-O-Bit display. A neat \$4.97 mark-up for you for each assortment.

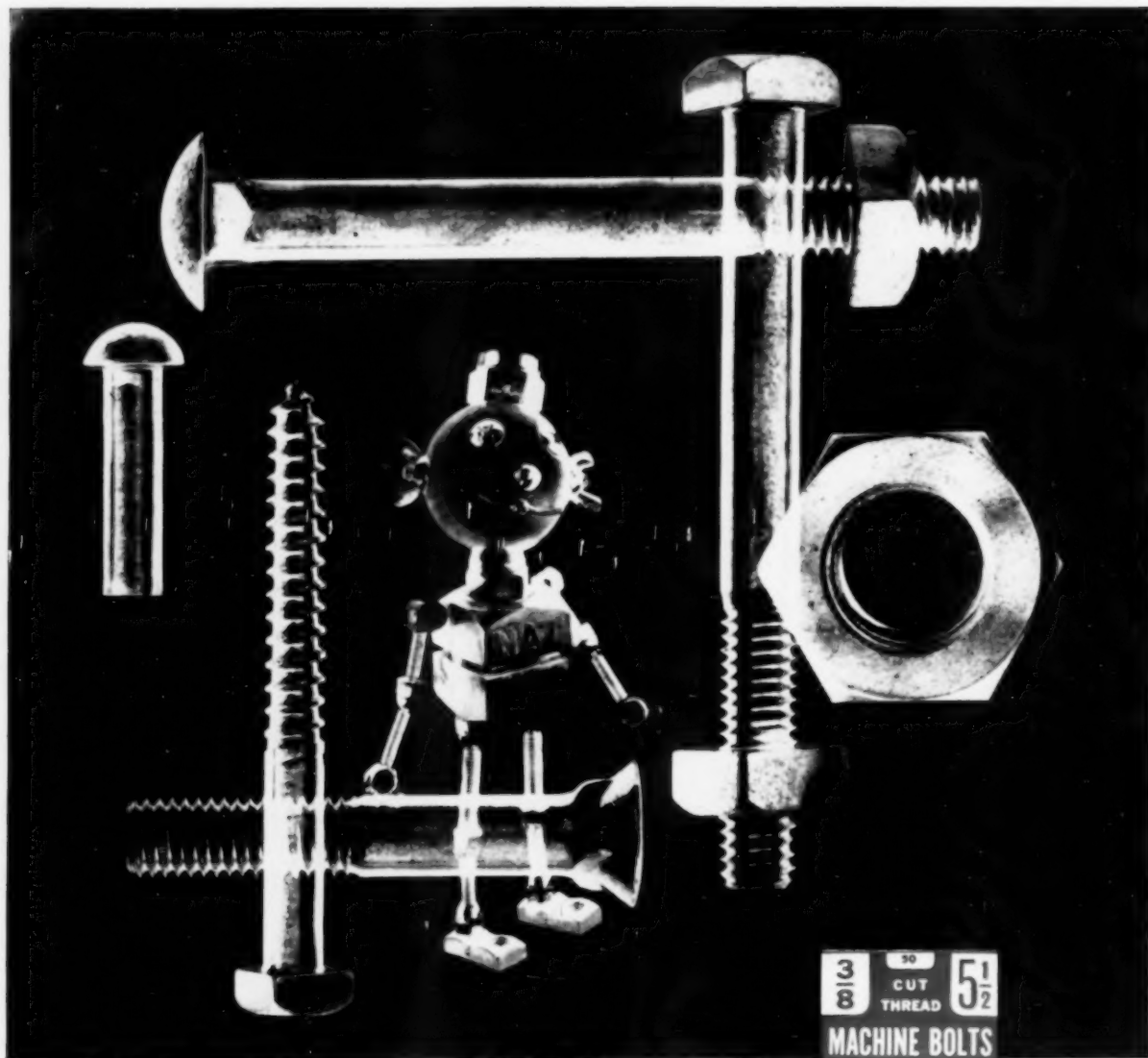


only **\$9⁹³**

IRWIN

the original solid
center auger bit
•
screw drivers
screw driver bits

THE IRWIN AUGER BIT COMPANY
Wilmington, Ohio, USA

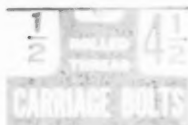


STANDARDIZE ON "NATIONAL" ... for the most complete line

Because National makes the most complete line of fasteners produced by any single manufacturer... you can benefit by one-source buying of the highest quality fasteners. With the entire line packaged in sturdy boxes with color-coded labels for fast identification, you'll keep your stock handling costs to a minimum... another reason why it pays to standardize on National.

THE NATIONAL SCREW & MFG. COMPANY
Cleveland 4, Ohio

Pacific Coast: National Screw & Mfg. Co. of Cal.
3423 South Garfield Ave. • Los Angeles 22, Cal.



Plow Bolts
Rivets
Wood Screws
Machine Screws
Nuts
Cap Screws
Tapping Screws
Stove Bolts
Carriage Bolts
Lag Bolts
Machine Bolts
Cotter Pins



Fasteners



Model Chains



Chester Hoists



SOUTHERN HARDWARE is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Georgia U. S. A.
Subscription price in United States and possessions \$1.00 per year.
Entered as second-class matter at the post office, Dalton, Georgia, under the Act of March 3, 1879.

Volume 123

Number 6

AND PLANTER

49



"Here's a sample of Bethlehem Fence from the prehistoric 1950's
—and still in good condition."

Two brothers were told by Judge William A. Komich at the county courthouse yesterday that they have just one more week to fence in their pigs. If they don't do it, he said, they'll go to jail. Appearing on a charge of taining a public brothers were... has been erected. brothers' neighbors their pigs "roamed all neighborhood." A year Eight testifi all

Advertisements like this, appearing regularly in regional farm papers, are catching the attention of fence buyers.

ASK YOUR JOBBER...about Bethlehem Fence
...steel fence posts...barbed wire...
nails and staples...bolts and nuts
...bale ties...baler wire...clothes
line and other Bethlehem products.



GIVE YOUR WICKING SALES A BOOST

Sell the 3 R/M reliables



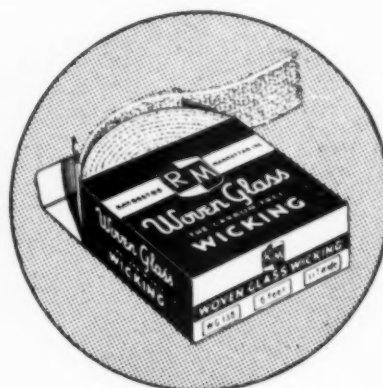
KINDLERITE

R/M's standard quality woven asbestos kindler. A sturdy, long-lived wicking with wire core in both warp and filling yarn. Packaged 5½ ft., 6 ft. and 100 ft. to the box. In widths of ¾", 1", 1¼" and 1½".



QUIK FLAME

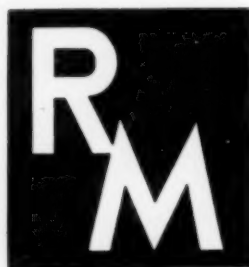
The most efficient kindler ever developed for range burners. Patented open mesh construction provides best possible results with distillate oils. The extra-heavy wire core yarn keeps the kindler upright in the burner channel. Glass yarn at burning edge facilitates the removal of carbon deposits. Packaged 6 ft. to the box. ¾" and 1½" wide.



WOVEN GLASS

The acme of perfection in stove kindlers. The only glass wicking woven with a wire core in every strand to protect the burning edge. Packaged 5½ ft., 6 ft. and 100 ft. to the box. In widths of ¾", 1", 1¼" and 1½".

R/M lighting rings provide long life and trouble-free performance in wickless kerosene stoves and heaters. The public knows this; so keep them in stock and keep your customers happy. All of them are priced to yield a generous profit.



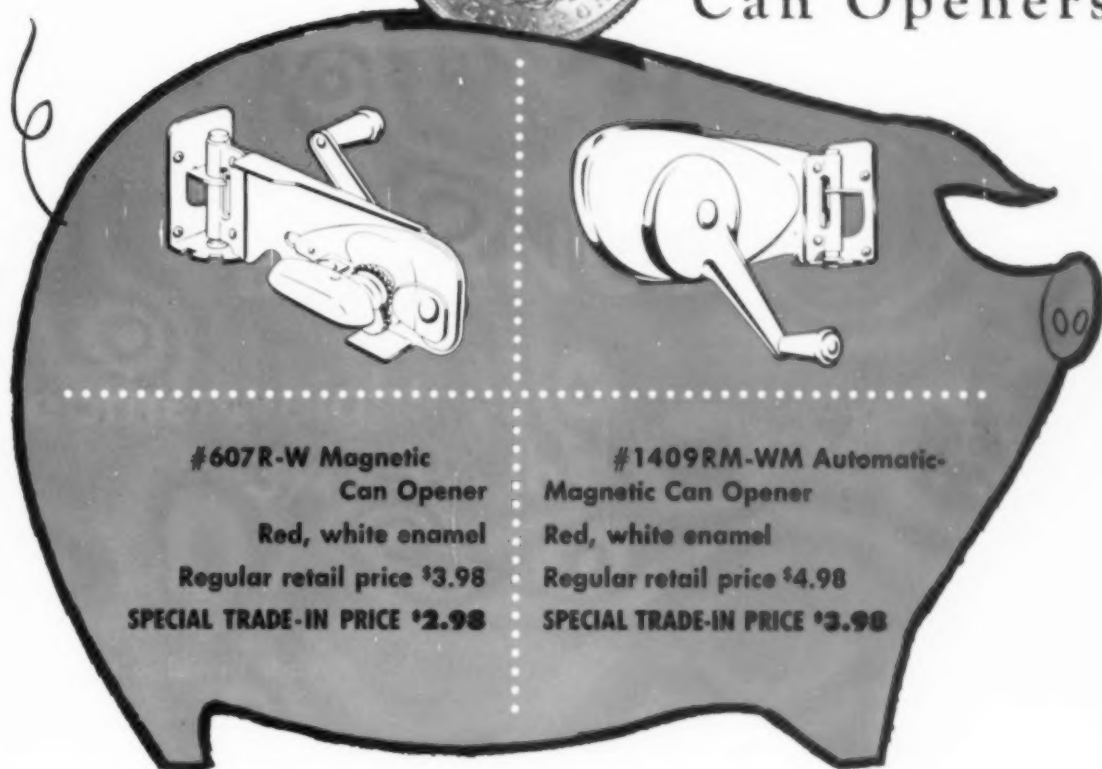
RAYBESTOS-MANHATTAN, INC.
ASBESTOS TEXTILE DIVISION, Manheim, Pa.

FACTORIES: Manheim, Pa. • No. Charleston, S.C. • Passaic, N.J. • Neenah, Wis. • Crawfordsville, Ind. • Peterborough, Ontario, Canada
RAYBESTOS-MANHATTAN, INC., Asbestos Textiles • Packings • Brake Linings • Brake Blocks • Clutch Facings • Fan Belts • Radiator Hose
Rubber Covered Equipment • Industrial Rubber, Engineered Plastic, and Sintered Metal Products • Abrasive and Diamond Wheels
Bowling Balls

your
customers
save



on these
SWING-A-WAY
Can Openers..



**#607R-W Magnetic
Can Opener**
Red, white enamel
Regular retail price \$3.98
SPECIAL TRADE-IN PRICE \$2.98

**#1409RM-WM Automatic-
Magnetic Can Opener**
Red, white enamel
Regular retail price \$4.98
SPECIAL TRADE-IN PRICE \$3.98

during the Swing-A-Way **TRADE-IN PROMOTION**

- We're repeating last year's sensational trade-in offer of \$1.00 for any old Can Opener on the purchase of either popular model.
- This special promotion begins at retail on June 1 and ends July 15. Both models then go up to their regular retail prices of \$3.98 and \$4.98.
- Better act now! Order the #61 Trade-In Assortment from your jobber at your usual discount.

FEATURED IN



#61 TRADE-IN ASSORTMENT

2 - #607R Magnetic Can Opener	\$2.98
2 - #607W " " "	2.98
1 - #1409RM Automatic Can Opener	3.98
1 - #1409WM " " "	3.98

\$19.88 Total retail value

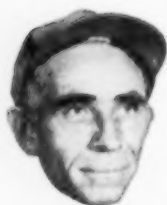
YOU GET YOUR REGULAR DISCOUNT

FREE WINDOW STREAMERS AND AD MATS

FIRST NAME IN CAN OPENERS



4100 BECK AVE., ST. LOUIS 16, MO.



George Redding
Palm Bay, Florida



Jimmy Reel
Eagle Lake, Texas



Arthur K. Spicer
Chesapeake Bay, Maryland



Clyde S. Kitchens
Homer, Louisiana

THESE FAMOUS SHOOTERS



Frank Niemuth
Fremont, Wisconsin



Jerry Wilson
Sisseton, South Dakota



Herman Lakey
Hummoke, Arkansas



Bob Alexander
Brunswick, Maine

HELP YOU SELL *MORE*



Scott McGill
Alice, Texas



N. M. "Newt" Ault
Charleston, Missouri



Len Imeson
Jackson, Wyoming



Ward Gay
Anchorage, Alaska

PETERS AMMUNITION

More and more well-known guides, hunters and shooters, like those above, are talking about Peters "High Velocity" ammunition. And what are they saying? . . . "Peters packs the power."

Peters packs the sales power, too, with the biggest advertising program in its history. Colorful advertisements in leading outdoor and farm magazines bring these famous shooters face to face with your customers . . . to tell them it pays to shoot Peters.

The result is more sales for you. So check your supplies NOW. Get ready for the growing demand for Peters sporting ammunition!



Peters

sales
PACKS THE POWER

PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

"High Velocity" is a trademark of Peters Cartridge Division, Remington Arms Company, Inc.



AMES TAPER ROLLED RAM★LITE *Shovels*

★ Perfect...

BALANCE ▲

★ Featherweight...

$3\frac{1}{4}$ - $3\frac{1}{2}$ lbs.

One Hundred Eighty Years shovel making experience... a guarantee of the best value in shovels.

Equipped with

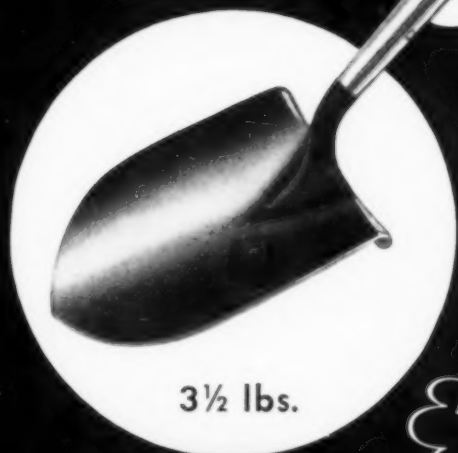
AMES

SHOCK BAND ➔

$3\frac{1}{2}$ lbs.

$3\frac{1}{4}$ lbs.

SPLIT-D HANDLE



$3\frac{1}{2}$ lbs.



AMES RAM★LITE

Sections Taper Rolled where strength counts — reinforced by Turned Steps. Socket equipped with Ames Shock Band.

Blade and Socket carefully tempered. Blade — tumbled finish, Handle — clear lacquer with Ames Burntcote finish optional. Weight approx. $3\frac{1}{2}$ lbs. each.

A light Shovel makes light work.

*Ask Your
Jobber*

PARKERSBURG, W. VA.

O. AMES CO.

NORTH EASTON, MASS.

CASH IN* ON CUSTOMER ENTHUSIASM FOR ANOTHER FINE COLT REVOLVER



COLT

NEW! "TROOPER" MODEL **\$71.05** TAX INCLUDED
Finest Colt quality — priced for volume sales!

Calibers: .38 cal.; .38 Special (mid-range, regular and high speed loads).
.22 cal.; .22 Long Rifle (regular or high speed loads).

Length of Barrel: 4 inches. **Length Overall All:** 9 1/4 inches. **Weight:** .38 Special, 34 ozs.; .22 L.R., 37 ozs.
Sights: Accro rear sight, adjustable; front sight quick-draw ramp type, 1/8" wide. **Stocks:** checkered walnut, square butt. **Finish:** Dual-tone blue.

Here is a beauty designed to fulfill a demand for a heavy-duty, holster-type Colt revolver with *target-sight* accuracy.

The new Colt Trooper will sell "on sight" to hunters, campers and outdoorsmen who rely on a sidearm for protection — or enjoy one purely for sport. As soon as you grip this gun, you get

the unmistakable feel of reliability balance and accuracy that has been a byword with Colt since the first revolver. Sight it and you're sold!

Display the new Colt Troopers prominently in your gun case, show them to prospects who take pride in fine guns, and you'll make sales.



ADJUSTABLE SIGHTS! 1/8" standard, designed to give you a far more accurate sighting plane. Rear: COLT ACCRO is inlet into the frame, won't get out of adjustment. Simple, positive windage and elevation adjustment, one minute clicks. Front: glare-proof, ramp type with holster-free blade.



FOR THE MASTER SHOOTER — (on special order) fast-cocking wide spur hammer (\$2.75 extra), and tournament type custom Walnut Stocks (\$5.50 extra). Sold as accessories: wide spur hammer \$6.50; custom stocks \$7.50.

*WRITE FOR FREE REPRINTS of this ad, suitable for mailing to your customers. Simply tell us how many you need!



COLT'S MANUFACTURING COMPANY • 64 Van Dyke Avenue, Hartford 15, Connecticut

SOUTHERN HARDWARE for JUNE, 1954

GOLD STRAND

INSECT WIRE SCREENING

OTHER WICKWIRE HARDWARE PRODUCTS



Clinton Standard
Hardware Cloth

Clinton Hex
Mesh Nettings



Perfection
Door Springs



Quick Hitch
Gate Springs



Wissco TV
Guy Wire



Wissco Flexible
Wire Clothes Line



Gold Strand Insect Wire Screening is made in grades that meet the price requirements of *all* your customers — galvanoid, bronze or aluminum. The name Gold Strand is your assurance of insect wire screening that's long-wearing and reliable; screening that's manufactured to the most rigid standards of testing and inspection. For a well-rounded stock, carry the complete Wickwire Hardware line.

THE COLORADO FUEL AND IRON CORPORATION

Denver and Oakland

WICKWIRE SPENCER STEEL DIVISION

Atlanta • Boston • Buffalo • Chicago • Detroit • New Orleans • New York • Philadelphia

WICKWIRE

HARDWARE PRODUCTS



PRODUCT OF WICKWIRE SPENCER STEEL DIVISION
THE COLORADO FUEL AND IRON CORPORATION

Sentinel

MEANS BUSINESS

WITH THESE

TWO PROFITABLE

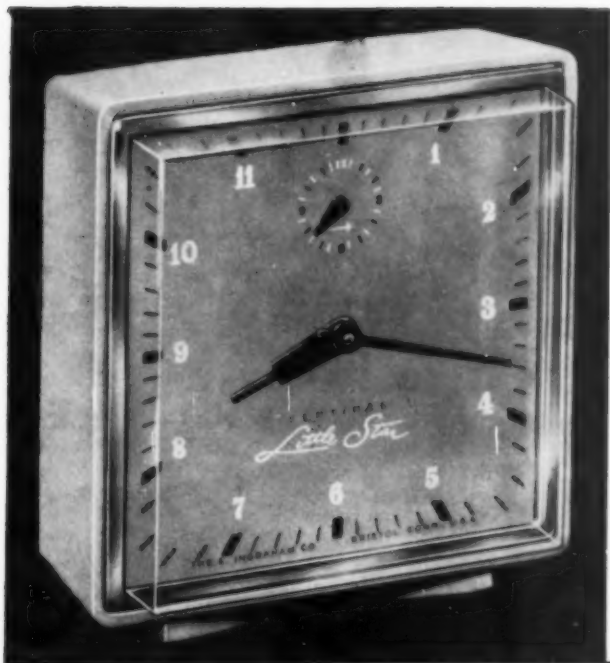
CLOCK DISPLAY

DEALS...

NATIONALLY ADVERTISED IN



FAIR TRADED



Actual Size

Sentinel LITTLE PAL

America's best value in miniature alarms. One key winds time and alarm, 40-hour movement. Metal case in baked enamel ivory finish. Felt padded base.



NO. 120 DEAL

consists of three plain and three radium "Little Pal" alarms, two of each factory-mounted on counter card.

You SELL	3 plain at \$3.95	\$11.85
	3 radium at \$4.50	\$13.50
	Total	\$25.35
	Cost	\$17.73*
Your PROFIT		\$ 7.62

*If you purchase 24 Sentinel clocks, your wholesaler has a special price for you.

TODAY... write your wholesaler or mail coupon for full information

Sentinel LITTLE STAR

Beautifully styled miniature 40-hour alarm. Smart ivory-tinted plastic case, clear styrene crystal. Single key winds time and alarm. Felt padded base.



NO. 150 DEAL

consists of three plain and three radium "Little Star" alarms, two of each factory-mounted on counter card.

You SELL	3 plain at \$3.95	\$11.85
	3 radium at \$4.50	\$13.50
	Total	\$25.35
	Cost	\$17.73*
Your PROFIT		\$ 7.62



Actual Size

THE E. INGRAHAM CO., BRISTOL, CONNECTICUT

Send us complete information on Sentinel Time

STORE _____

ATTENTION _____

STREET & NO. _____

CITY _____ ZONE _____ STATE _____

WHOLESALE'S NAME _____



Mr. Peepers says:

"HOW-TO" talk on TV—
That's what sells

Reynolds Aluminum Reflective Insulation!

Profit by the fast-spreading talk about this easiest of all insulations to put up... lowest cost for high efficiency! Reflects up to 95% of radiant heat. Perfect vapor barrier. Stack-display the easy-to-carry boxes that hold 250 sq. ft. each. Show the handsome embossed foil material. Use Reynolds counter display. Call your jobber or write to Reynolds Metals Company, Building Products Division, 2039 South Ninth St., Louisville 1, Kentucky.



Type B — Foil on two sides of tough kraft paper.
Type C — Foil on one side of kraft paper.
Widths: 25", 33", 36". In rolls of 250 sq. ft.
Accepted by F.H.A.

Reynolds Lifetime Aluminum Gutters and Downspouts



Beautiful, rustproof... homeowners put up their own. Slip-joint connectors, no soldering. Ogee and Half-Round, smooth or stippled. Attractive counter display!

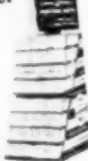
Reynolds Lifetime Aluminum Flashing

Rustproof, looks best, works easiest, costs least! 50' rolls in Display Carton. Also Display Cartons of ten 18" x 48" flat sheets.

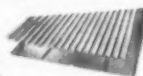


Reynolds Lifetime Aluminum Nail Merchandiser

Different colored cartons for each type nail giving specifications, uses and advantages of aluminum: rustproof, non-staining, no deep-setting and puttying, nearly three times as many nails per pound. Set up this display and watch it sell aluminum roofing, siding, common nails, etc.



Reynolds Lifetime Aluminum 48" Wide Corrugated & 8-V Crimp



These new 48" sheets make rustproof, heat-reflective Reynolds Lifetime Aluminum a bigger roofing and siding bargain than ever! 50% fewer sheets to handle — 50% less metal taken up at side laps! Saves on labor and material, and gives the buyer a tighter, better looking job.

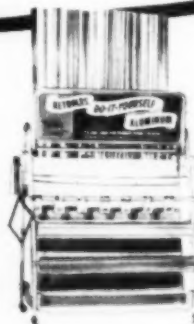


See Mr. Peepers,
Your Customers do!

TELEGENIC AND TERRIFIC... REYNOLDS Do-It-Yourself ALUMINUM*

TV and powerful national magazine advertising are behind this sensational success... special aluminum that can be sawed, planed, drilled with ordinary wood-working tools. Set up this self-selling display rack!

*Reg. U. S. Pat. Off.



REYNOLDS ALUMINUM

BUILDING PRODUCTS



BRIDGEPORT,

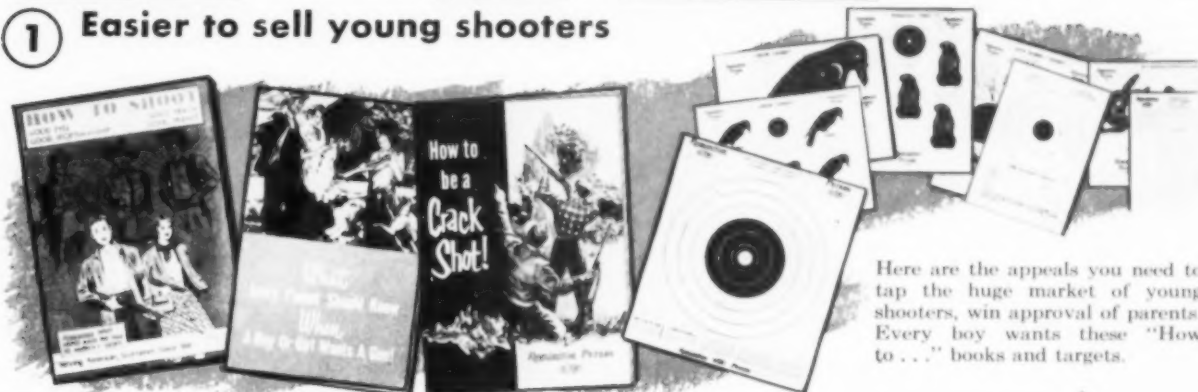
Remington Dealer Letter



CONN.

Free Remington aids make it easier to sell harder in '54

1 Easier to sell young shooters



Here are the appeals you need to tap the huge market of young shooters, win approval of parents. Every boy wants these "How to..." books and targets.

2 Easier to sell older shooters



Like your other customers, shooters usually want to look things over before they buy. Whet their enthusiasm and cash in with these full-line catalogs, plus folders for every shooting interest.



3 Easier to attract store traffic

You get attention with these window and counter displays, create brand-name consciousness with the bright Remington "clothesline" ... get action with point-of-sale counter cards.



JUST CLIP AND SEND US the coupon for your complete assortment of Remington selling aids. Displayed in *your* store, they can help make the important difference between a prospect and a sale!

Sales Promotion Division, Dept. S.H.—6
Remington Arms Company, Inc.
Bridgeport 2, Conn.

☐ Yes, I'd like all free Remington dealer aids.

Name _____

Store _____

Address _____

City _____

State _____

Remington

3

FAMOUS BRANDS

All Best Sellers!



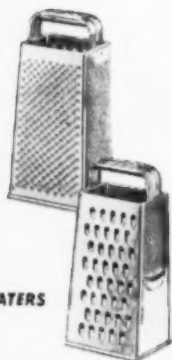
Complete line of baking and household tinware.



FUNNELS



CAKE PANS



GRATERS



BREAD PANS

Also
Cake, Cooky,
and Muffin Pans,
Colanders, Sieves,
Flour Sifters,
Drinking Cups,
Wash Bowls,
Flue Stoppers

Send for Price List and Catalogs

MASTR-LOK STOVE PIPE



RETAILERS KNOW the profitable advantages of selling MASTR-LOK Stove Pipe — the original pipe with a patented locking device. Their cash registers give them regular proof that MASTR-LOK is the most-wanted, fastest-selling, and most profitable stove pipe!



THERE'S EXTRA PROFIT IN
BLU-PRIDE ELBOWS

That's because 12 elbows come nested in a special octagonal carton. This means less shipping costs... assures you of always receiving your elbows clean and dent-free... means your costs are less all the way around!

Write us today for more information and the name of your nearest MASTR-LOK Wholesaler.



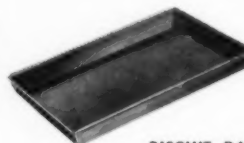
The only trade-marked nationally promoted line in its price bracket!



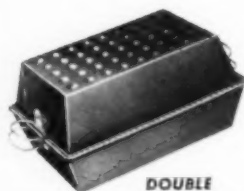
DRIPPING PANS



LOAF PANS



BISCUIT PANS



DOUBLE ROASTERS



MILK STRAINERS



FLARING PAILS

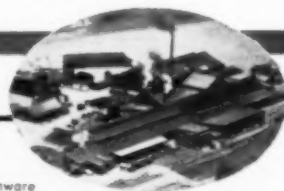


PIPE COLLARS

THE PARKERSBURG STEEL COMPANY

PARKERSBURG, WEST VIRGINIA

The Home of MASTR-LOK Stove Pipe, "blu-pride" Steelware and "brite-pride" Tinware





"Your Grandfather sold paint ... We sell color!"

"The entire paint-selling picture changes periodically, Jimmy. For instance, your grandfather poured fine paint from a barrel for each customer. Then for faster, more convenient sales, it was put up in cans, but with rather limited color selection. Today, with DECOR-MATIC, Pee Gee gives us great color range to increase paint sales.

"The DECOR-MATIC color system has the wide selection of 180 fashion-

correct colors. The exclusive dial makes colors easy to choose . . . actually makes color selection self-service. And for all this we stock only 18 base colors and 20 "one-shot tube" colors to keep our inventory low . . . our turnover high.

"87 years of paint-making experience has gone into Pee Gee One Coat Flatkoatt. To make it easy to sell, Pee Gee has given this truly fine paint

all the qualities our customers need in a flat wall enamel. It's easy to apply . . . it's quick-drying and odorless . . . it has a tough alkyd base . . . it's scrubbable.

"Now, these 180 beautiful colors come in this top quality paint. It's the very practical DECOR-MATIC color system that brings us this automatic way for color to increase our interior paint sales."

Do yourself a profitable favor and fill out the coupon now!

PEASLEE-GAULBERT

PAINT & VARNISH COMPANY

223 N. 15th Street, Louisville, Kentucky

Serving the South Since 1867



Peaslee-Gaulbert Paint & Varnish Company
Dept. 6H - 223 N. 15th St., Louisville, Ky.

Gentlemen: I am interested in learning more about the DECOR-MATIC paint color system. Please rush my free copy of "A New Formula for Profitable Paint Sales."

Name _____

Firm _____

Address _____

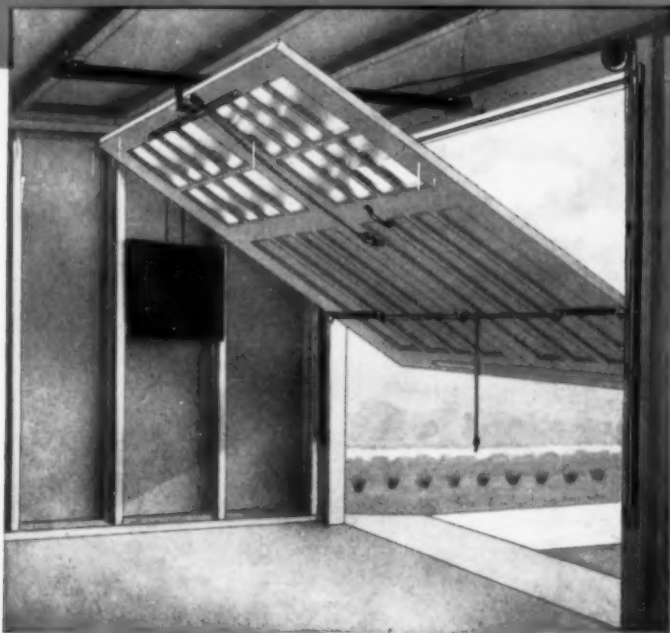
City _____ Zone _____ State _____



SWING-OVER GARAGE DOOR HARDWARE

simple
installation

...easy
operation



means faster sales for you

The Coburn Swing-Over Garage Door Set is simple to install because it has few working parts—comes packaged with complete instructions and drawings.

Gravity actuated, it is smooth and effortless in operation because of its perfect balance—even a small child can easily operate an overhead garage door fitted with this set.

Painted an attractive gray, the Coburn Swing-Over Set blends well with any paint scheme—is adaptable to all types of garages for both new and remodeling jobs.

Add these advantages to its reasonable price and you have the answer why the Coburn Swing-Over Set gives you a big plus in sales appeal with the majority of today's homeowners. Write for catalog and prices to Coburn Sales and Engineering, 56 Sterling Street, Clinton, Mass.



THE COLORADO FUEL AND IRON CORPORATION
Denver and Oakland
WICKWIRE SPENCER STEEL DIVISION
Atlanta • Boston • Buffalo • Chicago • Detroit
New Orleans • New York • Philadelphia

COBURN PRODUCTS

PRODUCTS OF WICKWIRE SPENCER STEEL DIVISION
THE COLORADO FUEL AND IRON CORPORATION



2059

Southern HARDWARE

Hardware and Allied Lines -- Farm Operating Equipment

Vol. 123

June, 1954

No. 6

T. W. McALLISTER, *Managing Director*

RALPH E. KIRBY, *Editor*

FRANCES A. KELLY, *Assistant Editor*

BARON CREAGER, *Southwestern Editor*
(1305 National City Bldg., Dallas, Texas)

O. A. SHARPLESS
Business Manager

C. E. SMITH
Asst. Bus. Manager

J. A. MOODY
Production Manager

CONTENTS

Business Trends	16
Hardware Industry News	22
Year-'Round Profits from Rentals	33
Trade Survey of New Lines	35
Sparking Power Tool Sales	36
Profits from Brass Goods	38
Profits Come Through Their Windows	39
"In Our Town—It's Our Store"	40
Pipe Threading Service	41
Do-It-Yourself Show Packs 'Em In	42
Major Profits from Gifts	43
Georgia-Florida Convention	46
New Products and Sales Promotion Material	66

FARM EQUIPMENT SECTION

Extra Profits from Parts	81
We Cut Expenses \$5,000 Annually	82
The Outlook for 1954	84
The FEI Comes South	86

ANNUAL SUBSCRIPTION—\$1.00

Business Representatives

E. L. ROGERS, 209 Madison Ave., New York, N. Y., Phone: Murray Hill 2-4959; J. D. PARSONS, 39 Atlantic Ave., Cohasset, Mass., Phone: Cohasset 4-0712; KARL MAYERS, 11 Ale Wives Rd., RFD 2, Norwalk, Conn., Phone: Temple 8-2187; GEORGE ISHERWOOD, 413 Alexander Ave., Drexel Hill, Pa., Phone: Clearbrook 94536; J. T. ANDREWS, 333 N. Michigan Blvd., Chicago, Ill., Phone: CE 6-4131; A. E. C. SMITH, P. O. Box 3054, Cleveland 17, Ohio, Phone: Cherry 1-7552; L. B. CHAPPELL, 6309 Wilshire Blvd., Los Angeles 48, Calif., Phone: Webster 3-9241; W. C. RUTLAND, P. O. Box 102, Gastonia, N. C., Phone: 7995.

Published Monthly by

W. R. C. SMITH PUBLISHING COMPANY
Atlanta, Ga., and Dalton, Ga.

Editorial and Business Offices
506 Peachtree Street, N.E., Atlanta 5, Ga.

Publishers Also of

ELECTRICAL SOUTH TEXTILE INDUSTRIES SOUTHERN APPLIANCES
SOUTHERN BUILDING SUPPLIES SOUTHERN AUTOMOTIVE JOURNAL
SOUTHERN POWER & INDUSTRY

W. J. ROGEE, *Chairman of the Board*; RICHARD P. SMITH, *President*;
T. W. McALLISTER, *First Vice-Pres.*; E. W. O'BRIEN, *Vice-Pres.*;
A. E. C. SMITH, *Vice-Pres.*; O. A. SHARPLESS, *Treasurer*;
A. F. ROBERTS, *Secretary*; SERA J. JONES, *Assistant Secretary and Treasurer*

Copyright 1954. W. R. C. Smith Publishing Co., Atlanta, Ga.

Here's why you can sell ADJUSTO-SEAL 2 to 1 over any other weather strip



Adjusto-Seal
Weather Strip



Adjusto-Seal
Doorbottom

1 Twice as easy to install

Adjusto-Seal wool weather stripping is mounted in flexible vinyl. It bends easily . . . follows corners perfectly *without cutting*. Starter holes for tacks speed the job. Doorbottoms have pre-pierced elongated screw holes for effortless mounting and adjustment.

2 Twice as easy to sell

Adjusto-Seal ads will appear all through the big selling season in all of these leading national magazines. What's even better—Adjusto-Seal is taking full part in the giant Fall *irha* promotion.



3 Twice as profitable

You make more profit per sale with Adjusto-Seal—twice as much as compared to many other weather strippings. And you get faster selling, too. The famous Display-Dispenser keeps sales going—and ties in weather stripping with doorbottoms to boost sales of both.



So for the best weather stripping profits you've ever had—stock up now. If your regular jobber can't supply you—write for the name of your nearest distributor.



Schlegel
Manufacturing Company, Inc.
ROCHESTER 7, N. Y. • OAKVILLE, ONT., CANADA
MANUFACTURERS OF WEATHER STRIPPING FOR OVER 25 YEARS

HARDWARE

BUSINESS TRENDS

AND PRICE CHANGES

Stable Economy Is Predicted for Remaining Months of 1954

THERE SEEMS LITTLE doubt now that the adjustment from a war to a non-war basis—which actually started in mid-1953—is about completed. The recession has been milder than expected and there is little likelihood that anything near so bad as a full-fledged depression will develop.

There are indications, even, that some slight upturn will commence by fall. However, the nation's economy will be marked by stability rather than boom. Most prices have reached their peaks and if anything, some downward adjustment is in prospect. Generally, the steadiness of prices is taken as a good sign. If business were to turn down badly, prices would show a definite weakness.

Milder than 1949

The dip in business has been milder than the slide in 1949. Industrial production has fallen about as much, but employment has declined less. While retail sales show a five percent loss against none in 1949, the cutting back of inventories has not gone as far as in 1949. Personal income has declined less, while construction activity has remained at near-record levels.

Individuals, meanwhile, are well-heeled. Liquid savings added in 1953 are reported to be in the neighborhood of 13.6 billion dollars, just shy of 1952's peacetime high of 13.7 billion and well ahead of 1949's 2.9 billion. Such a backlog of savings is a very real barrier to any prolonged and severe business decline.

Farm Outlook

At the same time, the position of the farmer certainly has not worsened to any great extent. It is likely that farm net income in 1954 will drop four or five percent to an annual net of about 12.2 billion. Farm marketings will be

somewhat smaller and prices may slide slightly, but farm production costs also are likely to be somewhat lower.

Income After Taxes Near Record Rate

PERSONAL INCOME payments declined from late 1953 to the first quarter of 1954, according to a recent report from the Department of Commerce. But with reduced income tax rates, consumer disposable income continued near levels reached in the last half of 1953. Personal income payments in January and February were at an annual rate of 283.3 billion dollars, down one percent from the third quarter of 1953 but slightly higher than a year earlier.

Volume of Consumer Credit Declines

THE VOLUME of consumer credit outstanding has declined substantially. In the first quarter of this year, repayments of installment credit exceeded new credit

extended by around 250 million dollars, according to the Department of Commerce. Most of the reduction in credit outstanding was for the purchase of automobiles.

By comparison, in the first quarter of 1953, total installment credit extended exceeded repayments by 1,349 million dollars.

Farm Prices Received Show Slight Decline

AGRICULTURAL PRICES in the first quarter averaged less than three percent below a year earlier, and cash receipts from marketings of farm products were down by about the same percent, according to the Department of Agriculture.

These declines from a year ago were due primarily to large carry-over stocks and record marketings of farm products.

Domestic demand has been sustained by continued high consumer incomes, and exports of U. S. farm products have been near the level of the 1952-53 marketing year. Prices paid by farmers for commodities, interest, taxes and wage rates in early 1954 averaged the same as the opening quarter of last year. With lower prices received, the parity ratio declined three points over the year to 91 in the first quarter of this year.

(Continued on page 64)

Construction Activity Continues Strong

NEW CONSTRUCTION outlays in the first quarter were two percent above a year earlier and at record levels, according to the Department of Commerce. For the year as a whole it is estimated that the total will be near the levels of 1953. Industrial construction this year will likely continue below 1953, but outlays for new housing may total near those outlays of last year.

Outlays for residential construction in 1953 totaled almost 12 billion dollars, more than seven per-

cent above 1952. Expenditures for new residential construction receded a little in the last half of the year, but by the opening quarter of 1954 were about equal to a year earlier.

Prospects for around 900,000 new families in 1954 and little reduction in the flow of consumer income after taxes suggest a fairly well-maintained demand for new homes. Construction awards for new home building in early 1954 were valued at nearly eight percent above a year earlier.

**YOUR
CUSTOMERS
ARE SURE
TO KNOW**



THE NEW
WINCHESTER
TRADE-MARK
AUTOMATIC
SHOTGUN
IS HERE!

**They'll read all about it in
national magazines like these**

(with a total circulation of 18,091,000)

**Field and Stream
Outdoor Life
Sports Afield
True**

**Argosy
Time
Collier's
Pathfinder
Country Gentleman**

**Farm Journal
American Rifleman
Skeet Shooting Review
Sportsmen's Review**

**Plus colorful, promotional and merchandising
material to attract your customers.**

**HERE'S THE BEAUTIFUL
INTRODUCTORY AD.**

**Hunters and shooters
all over the country
will READ IT.**

WINCHESTER

TRADE-MARK

Proudly Announces

Beautiful, isn't it!

... and wait 'til you see
how it shoots!

AN
Olin
PRODUCT

WORLD'S FIRST AND ONLY

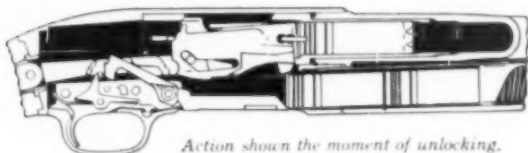
AUTOMATIC* SHOTGUN

WITH A NON-RECOILING BARREL

Just see how the exclusive Winchester chamber assures easier, more comfortable shooting.

Only Winchester has it!

THE EXCLUSIVE CHAMBER DESIGN THAT MAKES A NON-RECOILING BARREL POSSIBLE.



Action shown the moment of unlocking.

The all-new Winchester Model 50 Automatic shotgun works through an entirely different and revolutionary principle. When the Winchester Automatic is fired, the barrel remains stationary, fixed, rigid. The chamber moves back a fraction of an inch and starts the action on its way. Surely and smoothly, the Winchester easy-action Automatic flips out the empty and picks up a loaded shell, and you're ready for a really fast second shot. The easy, positive action of the Model 50 does its fast, smooth job every time, in spite of weather, weed-seeds or dirt. Ask to see the new Winchester Model 50 Automatic shotgun at your dealers. Look at it . . . examine it . . . compare it and then you'll buy it.

- ... no "double shuffle" to throw you off your target.
- ... You don't need to force your shoulder into the stock to make the action work.
- ... all the unsightliness and compromise that have previously been a part of automatic shotgun construction are eliminated.
- ... the Winchester Automatic feels and handles beautifully—like you expect a Winchester to handle!

Another Winchester Feature!

You . . . yes, you . . . can interchange barrels.

No factory fitting necessary.

If you'd like an extra barrel for your Winchester Automatic, buy it and put it on, yourself, anytime, anyplace. Shoot regular field or high velocity long range loads without any adjustment. Action always works perfectly.

Another Winchester Feature!

Easy to field strip and put together.

Can't be put together wrong; you can put it together or take it down without tools. Directions are simple and easy to follow.

Add up all the features and you'll get the fabulous Winchester Model 50 Automatic Shotgun.

The Model 50 is a genuine Winchester through and through. It looks . . . feels . . . points and shoots the way only a Winchester can. It comes to you backed by many years of testing and development . . . making sure of its worthiness to bear the name Winchester. Individual Winchester Model 50 Automatics have easily withstood over 40,000 rounds of test-firing and are still going strong. More proof that the makers of the famed Model 12 shotgun and the supreme Model 70 rifle are the master craftsmen in the fine gun field.

THE AUTOMATIC THAT'S BEEN WORTH WAITING FOR!



*ACTION

Self-loading (semi-automatic). Shoots as fast as you pull the trigger. Interrupted trigger; absolutely no chance of this gun going full automatic.

CAPACITY

Three shots. One shell in chamber, two in magazine.

BARREL

Bored from a single bar of Winchester Proof-Steel. No thin spots. Absolutely uniform in thickness from breech to muzzle.

RECEIVER

Milled from a single brawny block of tough Winchester Proof-Steel. The receiver of the Winchester Automatic can't wear out; will last a lifetime.

SAFETY

Time-tested and proven Winchester cross-bolt safety.

STYLES AND GAUGES

Field, Trap, or Skeet grades with plain or ventilated rib barrels in:

Barrel lengths available			
12 gauge	30"	28"	26"
20 gauge		28"	26"

Chokes: Full, modified, improved cylinder, or Winchester skeet choke.

Priced from: \$120.50

Prices subject to change without notice

NOTICE! Because of the exacting care, hand craftsmanship and rigid inspections involved in producing Winchester firearms, the supply of Winchester Model 50 Automatic shotguns is limited at present. Ask your dealer to let you know when he gets the new Winchester Automatic.

THE GUN THAT  WON THE WEST

WINCHESTER
TRADE-MARK

WORLD-FAMOUS FIREARMS

ARMS AND AMMUNITION DIVISION OF OLIN INDUSTRIES, INC., NEW HAVEN 4, CONN.

IMPORTANT NOTICE TO ALL FIREARMS DEALERS

Five easy steps to follow
in assembling the
WINCHESTER Model 50
Automatic Shotgun

**① DO NOT RETRACT BOLT
UNTIL GUN IS FULLY ASSEMBLED**

Grasp gun in one hand. With the other hand, slide forearm off magazine tube.

② TO ASSEMBLE BARREL

Align the grooves on the barrel shank with the non-grooved areas in the receiver.

③ TO ASSEMBLE BARREL

Set the barrel firmly in the receiver and keeping a steady downward pressure turn the barrel one-quarter turn until the threaded hole in the barrel lug lines up with the hole for the forearm take-down screw.

④ TO ASSEMBLE FOREARM

Replace the forearm on the barrel and slide it back over the magazine tube until it is seated against the front end of the receiver and take-down screw enters the hole in the barrel lug.

⑤ TO ASSEMBLE FOREARM

Tighten the take-down screw. The Winchester Model 50 Automatic shotgun is now fully assembled.

MAKE THE NEW
WINCHESTER
TRADE-MARK
Automatic Shotgun
A FEATURE OF YOUR STORE

Get More Profitable TOOL Business with these 2 Great NONE BETTER Sales Makers



ACTION BOARD
Junior Tool Dept.
21" x 21"

**TOOL DEPT.
FLOOR STAND**
2 Sq. Ft. of Floor Space



Take your choice . . . a complete Tool Department in a sales-handly Floor Rack Display, or a Junior Tool Department on eye-catching Action Boards for wall or counter. Either way, you're in business . . . a money-making Hand Tool Business tailored to fit your store and boost your profits!

These NONE BETTER Displays are designed to sell Tools for you. Simply choose the Assortment you want, the right size for your store, then get set for SALES. Handsome Display Rack with ten popular Sets (5 alloy steel—5 carbon steel) and 90 fast-moving Tools. Action Boards display the fastest-selling individual Tools from the NONE BETTER Line. Let your customers SEE 'em—they'll WANT 'em . . . BUY 'em.

Get your share of the money-making Hand Tool Business. Write today for details and sales-active prices!

**NONE
BETTER
Tools**

THE NEW BRITAIN MACHINE CO., NEW BRITAIN, CONN.

HARDWARE

INDUSTRY NEWS

MANUFACTURERS - WHOLESALERS

Shad to Cover Central Georgia for Perfection

JOSEPH F. SHAD has been employed by Perfection Stove Co. to travel Central Georgia for the Atlanta sales district. His headquarters will be in Macon.

From 1937 through 1942, Shad



Joseph F. Shad

worked for Perfection's Jersey City sales district as a warehouse man. He left this post for one with the Ford Motor Co. at Willow Run, Mich.; later was employed for two years as a supervising inspector for the Jacksonville, Fla., Naval Air Station. Since 1946 he has operated the Joseph F. Shad Construction Co., in Jacksonville.

C. W. Comegys, Jr. Joins Acorn Adhesives Co.

C. W. "BILL" COMEGYS, Jr., has joined Acorn Adhesives Co., Inc., of Los Angeles, Calif., and Chicago, Ill., as secretary-treasurer. He has been with the National Broadcasting Co. for more than 10 years as technical engineer.

As he joins his father, C. Willcox Comegys, president of the company, he brings a background of experience in electronics and radar, organization, quality control, sales promotion, and advertising.

Acorn Adhesives Co., Inc., is the manufacturer of Wilhold Glue, as

well as the manufacturer of aircraft and other industrial adhesives and compounds.

John Oster Co. Buys Cummins Power Tools

JOHN OSTER, JR., president of the John Oster Manufacturing Co., Racine and Milwaukee, Wis., and Paul Jones, president of the Cummins-Chicago Corp., announce the purchase by the Oster Co. of the Cummins portable tool division.

Oster stated that no changes in the Cummins sales organization are contemplated.

New Line Introduced at Stanley Conference

A NEW medium priced line of Handyman tools was introduced during a recent conference for Stanley Tools' sales representatives from all territories in the United States and Canada, held at the home office in New Britain, Conn.

The Handyman is a red and grey matched line of tools designed for the do-it-yourself market. Two frost blue peg-board merchandisers, both wall and island display units, also were shown.

The research preceding the product, the well-planned advertising campaign and promotional dealer helps backing the new line were discussed by officials.

Much of the sales conference was devoted to posting the salesmen on new developments and additions to the Stanley line.

Carlson to Head Sales of Wright Steel & Wire

WALTER H. CARLSON, of Holden, Massachusetts, has been appointed sales manager for hardware products and industrial wire cloth by



Walter H. Carlson

G. F. Wright Steel & Wire Co., Worcester, Massachusetts. Carlson was formerly assistant sales manager of Wickwire Spencer Steel Corp. for industrial wire cloth.

(Continued on page 24)

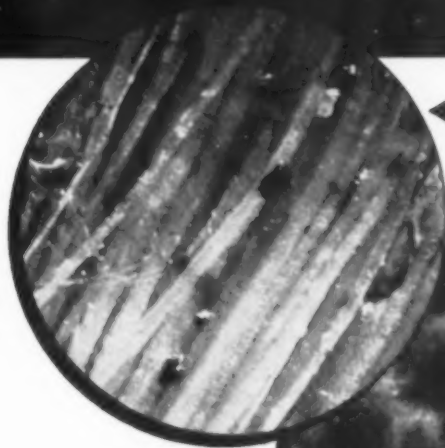


Officials and representatives at Stanley sales conference

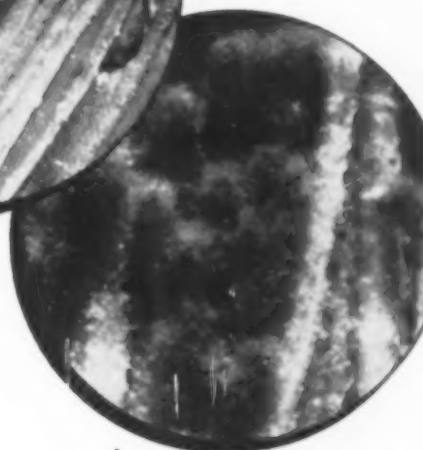
Longer, Stronger Life for Columbian Manila Rope!

REVOLUTIONARY DISCOVERY STOPS ROPE-ROT COLD!

Now all mildew, mold and rot
bacteria are stopped in their tracks!



Microphoto of treated Manila fibre after 2-week incubation with green mold spores. Only original spores applied for test are present.



Microphoto of untreated Manila fibre after same 2-week test shows jungle of spores whose "roots" feed on fibre, leaving it rotted, useless.

Production controls, laboratory tests insure effectiveness of Columbian treatment.

Mill-run samples from all Manila Rope production lines are selected by laboratory technician.



Treated mill-run samples are placed in incubator along with untreated control samples. Result is double check: on fungi-static potency, and on potency of mold spores used for tests.

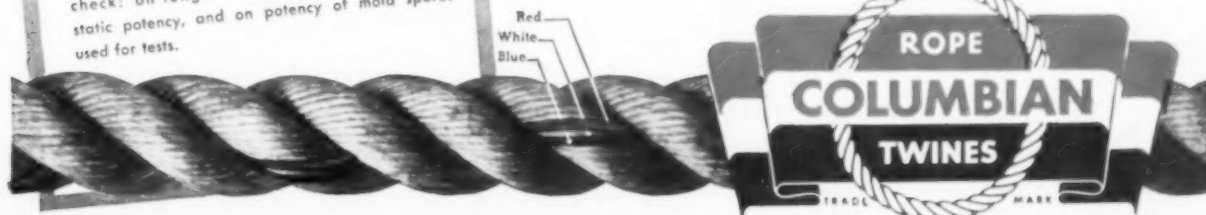


Special lubricants have long been applied to reduce internal friction in Columbian Manila Rope. To these we have added a laboratory-proved, field-tested enemy of decay called a fungi-static.

Years of exhaustive trials in Columbian laboratories — and in extreme exposures to all types of climate and usage — have established the lasting protective potency of this treatment.

Every foot of Columbian Manila Rope is adequately protected against decay for YOUR climate, YOUR uses, YOUR methods of handling!

COLUMBIAN ROPE COMPANY
Auburn "The Cordage City", N. Y.
THE ROPE WITH THE RED, WHITE AND BLUE MARKERS



John H. Graham Adds Burch to Sales Staff

WILLIAM C. BURCH has been appointed to the sales staff of John H. Graham & Co., Inc., New York, New York, and will specialize in the sale of LifeTime Fiberglas



William C. Burch

screening, according to an announcement from H. S. Graham, president of the company.

Burch, a graduate of Montana State College, served in the Navy from 1944 to 1946 and was formerly associated with American Export Lines, Inc. and Sun Oil Co.

Gregory Named to Atlantic Steel Post

FRANCIS S. GREGORY was elected assistant secretary of Atlantic Steel Co., Atlanta, at the April meeting of the company's board of directors.

Gregory has been connected with Atlantic Steel Co. since 1935. He entered the U. S. Navy in 1942, and was discharged in 1945 with the rank of lieutenant. He is now a lieutenant commander in the Naval Reserves. Gregory was named cashier of the company in 1947.

Born in Dalton, Georgia, he received his education in Atlanta. Gregory is a graduate of the Atlanta Division, University of Georgia with a B. C. S. degree, and is now doing post-graduate work in credit management. He is a

member of the Delta Sigma Pi Fraternity.

Southeastern Housewares Club Has Social Meeting

THE SOUTHEASTERN Housewares Club held a husband and wife dinner and bingo party at Atlanta's Progressive Club recently. LeRoy Kise, Hollingsworth and Kise, Atlanta manufacturers' agents, vice-president of the group, presided and introduced new members. Past-President Don Evans, Revere Copper & Brass Co., Atlanta, handled the bingo portion of the social gathering.

House Organ Published by Knight & Wall Co.

THE "SEMINOLIAN," house organ of Knight & Wall Co., hardware wholesalers, Tampa, Florida, has made its first appearance, with Frank Cooper III, vice-president and assistant manager as editor.

It contains news of Knight & Wall employees, timely items, a column of advice to retailers by T. M. Cooper, vice-chairman of the Board of Directors and veteran of 50 years in the business.

The "Seminolian" has been mailed to all their dealers in the company's territory and will appear each month.

(Continued on page 26)

W. R. Caskey Succeeds Luther Stein As Belknap General Sales Director

LUTHER R. STEIN, long-time vice-president and general sales director of Belknap Hardware & Manufacturing Co., Louisville, Kentucky, retired from that office effective May 1 and was succeeded by William R. Caskey.

Widely-known throughout the hardware industry, Mr. Stein's announcement stated that his term of office as vice-president was to expire on June 10 at the company's annual stockholders' meeting and that he planned to remain until that date with the hope of being a good "assistant" to Mr. Caskey. Mr. Stein completed his 44th year

with Belknap on June 6.

Born in Louisville, Mr. Stein joined Belknap in 1910 as an assistant buyer, later transferring to the sales department as Special Harness Sales Manager. During World War I he was the Belknap representative in New York handling government contracts for the company. He was made director of sales for the company's northern sales division in 1919 and was named a company director that same year. In 1925 Mr. Stein was elected vice-president and general sales manager of the company.

Through the years, Mr. Stein has been active in Louisville's church and civic affairs, being particularly honored on several occasions for his leadership in Boy Scout work.

Mr. Caskey became associated with Belknap in 1934 as an order clerk, later serving in the office sales department before going on the road in 1936. He travelled the Texarkana, Texas territory from 1936 to 1947 and after service with the army in World War II returned to his old territory. In 1947 he was named western sales manager and a year later was made a buyer. In that same year he was named sales director of the western division.



Luther R. Stein W. R. Caskey

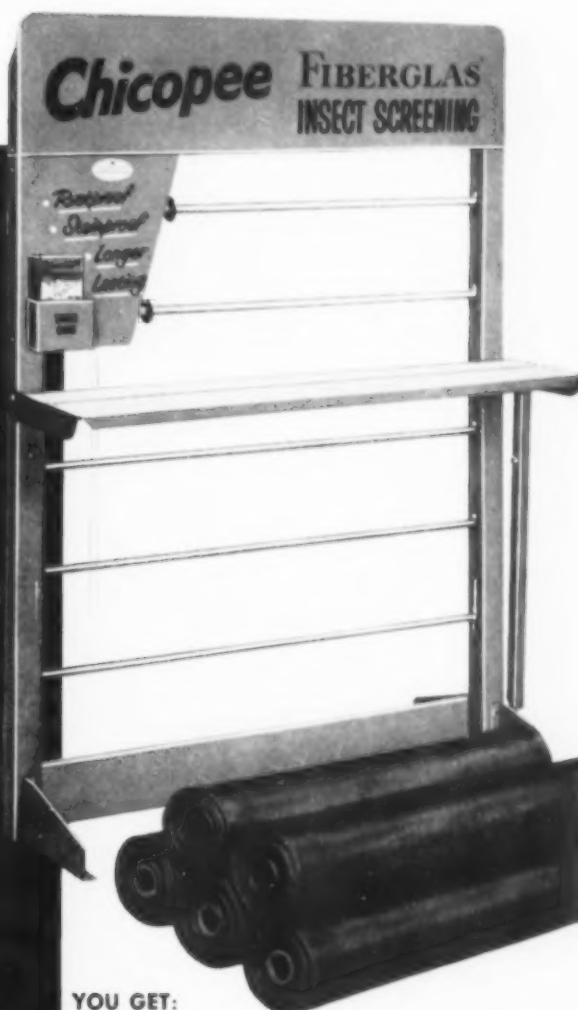
GLASS —always in windows...now in screen cloth!

Put yourself in the
business for only **\$83⁹⁵**
f.o.b. Chicago, Ill.

This Introductory
**DISPLAY
RACK**

cuts
measures
dispenses

**New CHICOPEE
FIBERGLAS^{*}
SCREEN CLOTH**



YOU GET:

display rack (takes only 2' x 3' of floor area) plus five 50' rolls of Chicopee Fiberglas Screen Cloth in the five best-selling widths: 26", 28", 30", 32", and 36". Replacements are in 100' lengths. It's a combination guaranteed to start spring sales climbing.

**New Chicopee FIBERGLAS Screen Cloth
can't stain sidewalls...rust or corrode**

FLEXIBLE • CAN'T BURN • EASY TO WORK WITH

Contact your jobber today or write directly to us for complete details plus special free sales aids.

LUMITE DIVISION, Chicopee Mills, Inc., 47 Worth Street, New York 13, N. Y.

© T. M. Chicopee Mills, Inc. *© T. M. O. C. F. Corp.



A view of the crowd inspecting some of the product displays

Builders Supply Co. Sponsors "Tell More—Sell More" Meeting

MORE THAN 500 people representing 130 dealer organizations gathered in San Antonio, Texas, April 6 for the third annual "Tell More — Sell More" meeting sponsored by the Builders Supply Co., hardware wholesalers with facilities in San Antonio and Corpus Christi.

Purpose of the meeting which was under the direction of Company President Ganahl Walker, Jr., was to pass on to retailers information and selling ideas which will help them do a better job of merchandising the products sold to them by wholesalers.

In promoting the event a formal invitation first was sent to the company's dealers. Later, a letter was sent to customers as a reminder of the event. This was followed still later by two attention-catching cards.

Keynoting the event, J. Maurice Hoare, sales promotion director of the Ruberoid Co., stated that the meeting was designed to keep dealers abreast of new products and improvements in old products and building techniques.

"Our job," he said, "is to acquaint dealers with the newest ideas in sales and merchandising methods, and to get ideas from

them. This swapping of ideas," Walker said, "is intended to result in better informed retail outlets with better merchandise which will be able to give better service to home-owners and builders."

Companies which set up product displays and cooperated in the meeting were: Stanley Works, Stanley Electric Tools, Stanley Tool Division, Russell & Erwin Division, Wood Conversion Co., Mc-



R. R. Witt, left, chairman of the board of Builders Supply Co., and Ganahl Walker, Jr., company president

Kinney Manufacturing Co., R. G. Coffman Co., American Cabinet Hardware Co., Kaiser Aluminum Co., New York Wire Cloth Co., Heatilator, Inc., Grant Pulley & Hardware Co., and Fleming & Sons.

Chattanooga Implement Announces Name Change

CHATTANOOGA ROYAL Co. is the new name of Chattanooga Implement and Manufacturing Co., of Chattanooga, Tenn., the officials announce. The company, founded in 1891, manufactures Royal Chef barbecue grills and Royal gas heaters.

S. L. Hanssen Heads Housewares Group

S. L. HANSSEN, president of Hansson Scale Co., Northbrook, Ill., was re-elected president of the National Housewares Manufacturers Association at the recent regular annual meeting of the Board of Directors at the Palmer House.

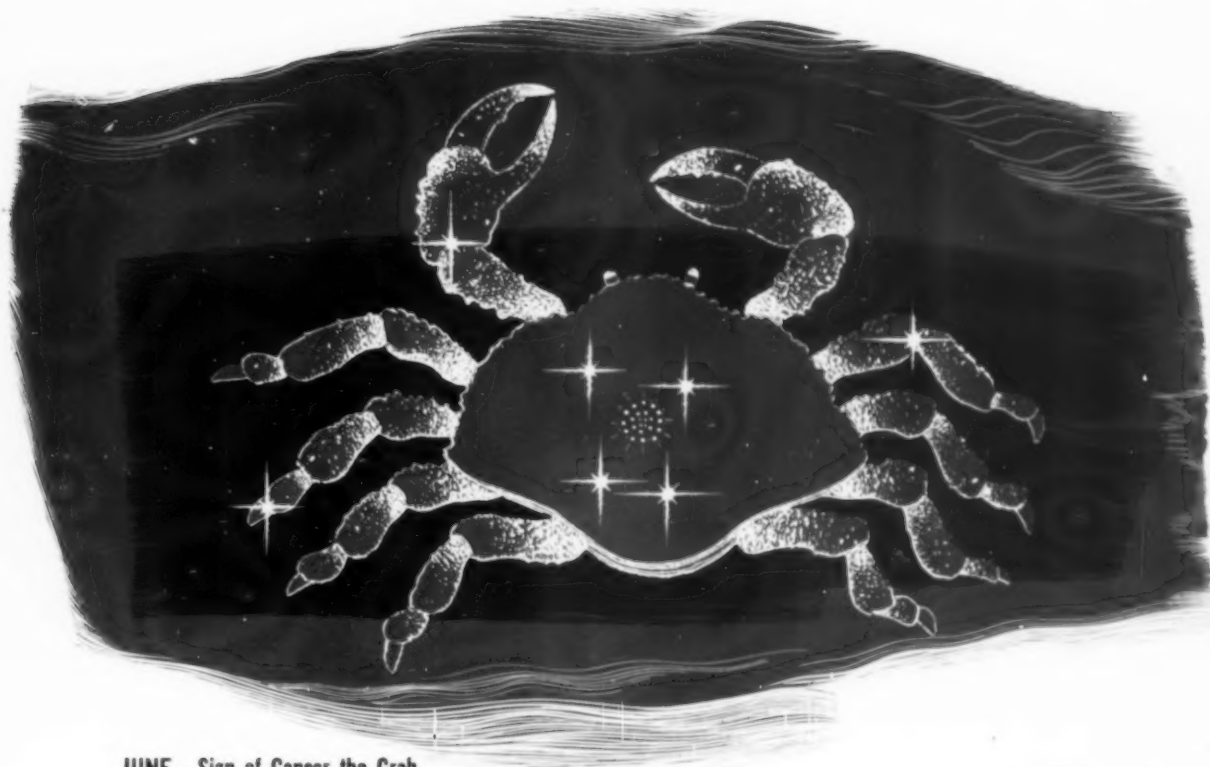
C. M. McCreery, vice-president of Revere Copper and Brass, Inc., Rome, N. Y., was re-elected vice-president, and W. E. O'Brien, general sales manager of Toastmaster Products Div., McGraw Electric Co., Elgin, Ill., was re-elected treasurer.

A. W. Buddenberg was named executive secretary for his twelfth consecutive term.

Directors also voted a refund of 25 percent on exhibit fees to exhibitors in the Chicago 1954 National Housewares Exhibit. The refund is the nineteenth successive refund in the past 15 years by the NHMA to exhibitors in its semi-annual national exhibits.

Prior to the meeting, the membership had re-elected the following directors, each for a term of three years: Mr. Hanssen, J. J. Harding, president of Federal Enameling & Stamping Co., Pittsburgh, Pa., and J. A. Kaplan, Joseph A. Kaplan & Sons, New York, N. Y.

(Continued on page 28)



JUNE—Sign of Cancer the Crab

If your birthday falls between June 22 and July 23 . . . you have confidence in your ability . . . you are energetic—but do not like work that takes too long . . . you can attain turnover and profit quickly with J&L Galvanized Ware.

Every month is a **PROFIT-SIGN**
with J&L Galvanized Ware

Your Customers Know and Buy J&L Ware . . .

Galvanized ware moves better and profits are more satisfactory when you stock a line with an accepted name like J&L. People have confidence in the J&L reputation for quality and sturdy service. They buy it when they see it in your store.

J&L Ware is priced to cover the big volume market . . . and yield a healthy profit to the hardware dealer. Ask your Hardware Jobber for complete information. Call him today. If you need additional help or information write direct to J&L.

Jones & Laughlin

STEEL CORPORATION — Container Division

405 Lexington Avenue, New York 17, New York

Galvanized Ware Plants: Toledo, Ohio, and Atlanta, Georgia



**J&L
STEEL
WARE**

Olin Appoints Hurley Arms General Manager

W. M. HURLEY has been appointed general manager of the Arms and Ammunition Division of Olin Industries, Inc., according to an announcement from J. M. Olin, president.



W. M. Hurley

Hurley succeeds W. C. Schade, who will assume executive duties with several divisions, including the Arms and Ammunition Division.

This division, which manufactures Western-Winchester sporting firearms and ammunition, has headquarters at New Haven, Connecticut, and has plants in New Haven and East Alton, Illinois.

Hurley began his career in 1923 as an inspector of ammunition at the East Alton plant. Later he became inspector of all products manufactured at East Alton and then chief inspector of military and commercial ammunition.

In 1941, Hurley trained personnel and was in charge of all inspection operations of the government-owned St. Louis Ordnance plant. He became assistant general superintendent of the St. Louis plant in 1944. Returning to the East Alton plant, he became assistant works manager in 1947 and works manager in 1950. In 1952 Hurley moved to New Haven to become production manager of the company's Arms and Ammunition Division.

R. F. Bennett, who has been associated with the organization in

various capacities for 30 years, will succeed Hurley as production manager of that division. Bennett became assistant production manager of the Arms and Ammunition Division in July 1953. All of Bennett's experience with the company has been in the East Alton plant until a year ago when he was transferred to New Haven.

Strunk Co. Purchases Weller Manufacturing

LEONARD M. STRUNK, president of the Strunk Equipment Co., manufacturers of chain saws, announces his purchase of the Weller Manufacturing Co., Bay Village, Ohio. This company has been making power spraying equipment under the trade name "Master Mister".

This new product will be marketed by the Sprayer Division of the Strunk Equipment Co. Sales will be handled from Coatesville, Pennsylvania, where the company's main offices and manufacturing plants are located.

Strunk commented that plans are being formulated for increased manufacturing facilities and for

the distribution of this new sprayer line. In announcing the line, Strunk mentioned that two of the sprayers are completely new.

Opportunity to handle this new line will be offered first to present Strunk distributors and dealers. Present distribution covers farm equipment, industrial, hardware and garden supply fields.

Burns Co. Names Warner General Sales Manager

APPOINTMENT of Robert K. Warner as general sales manager is announced by Sam Burns, president of Burns Manufacturing Co., Louisville, Ga.

A graduate of Penn State College, Warner was formerly southeastern district manager of the Woven Wire Fabrics Division of the John A. Roeblings Sons Co. of Trenton, New Jersey, and most recently affiliated with Gilbert & Bennett Manufacturing Co. of Georgetown, Conn.

The Burns Co. is the manufacturer of Burns patented Live-Wire tension screen for homes, offices and institutions. They also pro-

(Continued on page 30)

National Hardware Show Receiving Reservations

NATIONAL HARDWARE Show officials, in cooperation with the Chicago Convention Bureau, are making reservations now at leading Chicago hotels for all exhibitors and buyers who plan to attend the ninth annual merchandising event, October 11-15, at Navy Pier.

Show Director Frank Yeager announces that ample accommodations are assured for all who request them sufficiently in advance of the show dates. He emphasizes that applications for hotel reservations should be made at once to the National Hardware Show headquarters, 331 Madison Ave., New York 17, N. Y.

Twelve hundred of America's leading manufacturers of hardware

and allied products are expected to exhibit at the show, and officials believe that the entire 300,000 square feet of display floor space at Navy Pier will be required to accommodate the 1954 exposition. The previous record, set last year, was 225,000 square feet at the two locations employed by the show in New York City.

Greatest expansion this year is seen in the new division for display of lawn, garden and light farm equipment. This division alone will cover more than 100,000 square feet.

Exhibitors may write show headquarters for full details of the show, including Navy Pier floor plans.

WATCH FOR OUR
ADS IN THE
SATURDAY EVENING
POST

Finest Power Tools Made



Millers Falls

Finest Power Tools Made



Millers Falls

Faster than 10 men with hand saws
No. 610 Heavy-Duty 6-inch Saw

Whether you're strictly in amateur with tools or a full-fledged professional, here's the biggest buy you can make in power tools—more accurate, more efficient, more accurate.

It's the most popular size portable electric saw—cut up to 1 1/2" deep—equipped with a full 1/2 hp motor and 1/2" rating, it gives you remarkable power.

It's compact, easy to use and is rugged, built-in adjustment for angles. It's equipped with adjustable rippling fence and clearance for cutting line.

Your dealer to show you this addition to Millers Falls world-famous line of tools. No \$150-\$200 saw—like higher capacity, ask Franch No. 700—\$27.95.



The Mark of Superiority

Finest Power Tools Made



Millers Falls

A Whole Workshop All in One —
New No. 8142 Deluxe Drill Kit

You'll save time and work on hundreds of jobs that include drilling, grinding, sawing, sanding, buffing and polishing with this economy-packed kit. Priced at only \$42.25, it contains:

- Millers Falls No. 1814 1/2" Drill with handle
- Latent Key Chuck
- 9" Lathe-mounted Router
- 4" Wire Brush Wheel
- 1" Grinding Wheel
- Bench Stand
- Hand-mounted Gear Shaft Carrying Case
- Wheel Arbor
- 4" Buffing Wheel
- Two 1" Sanding Discs
- 1" Rubber Pad and Adapter
- 11 High-Speed Twist Drills and Wafers

Every item is top-quality — designed and built by expert New England craftsmen as part of the world famous Millers Falls line of high performance tools. In every way, it's the best word in deluxe drill kit. Other kits also available from \$19.95. See them at your dealer's.

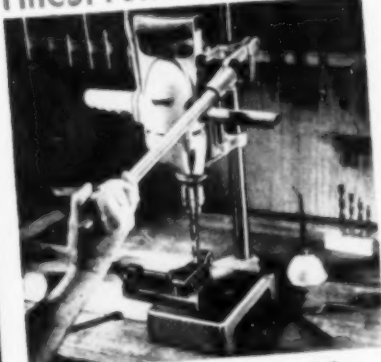


FRONT of your hardware store. Ask your dealer for the new Millers Falls Power Tool Catalog. It's the same catalog you need for every drilling, grinding, sanding, buffing and polishing job.



The Mark of Superiority

Finest Power Tools Made



Millers Falls

No. 912 — Most Powerful
1/2" All-Purpose Drill Made

For those tough jobs that smaller drills just can't handle, here's the drill for you. Millers Falls No. 912 with most built-in power, more solid, dependable drilling punch than any comparable drill on the market.

It has a rugged 3.0 amp. motor, single power for drilling up to 1/2" holes in steel, up to 1" in wood — without stalling, without overheating. Electrically and mechanically, it's the last word in engineering design built to give you years of fine performance.

But see for yourself! Ask your dealer to show you a Millers Falls No. 912 — the most powerful 1/2" all-purpose drill made — and an outstanding value at only \$40.95. Ask, too, for the No. 2012 Bench Stand. It quickly converts the 912 into a powerful drill press. Costs only \$19.50.

FRONT of your hardware store. Ask your dealer for the new Millers Falls Power Tool Catalog. It's the same catalog you need for every drilling, grinding, sanding, buffing and polishing job.



The Mark of Superiority

MILLERS FALLS BUILDS BUSINESS FOR YOU

with 75,000,000 powerful advertising messages

- in
- The Saturday Evening Post
- Country Gentleman
- Popular Mechanics
- Popular Science Monthly
- Industrial Arts and Vocational Education
- School Shop
- The Carpenter
- Sunset

including smashing spread announcements scheduled soon to introduce the most sensational "do-it-yourself" power tools ever developed!

• Stock up now on Millers Falls "Dyno-Mite" Power Tools and cash in on the biggest business-building campaign in Millers Falls entire history.

MILLERS FALLS COMPANY
Dept. SH-3
GREENFIELD, MASS.

duce metal stampings, roll forming and fabricating. In addition to their plant in Louisville, the company recently opened sales offices in Atlanta to serve the North Georgia area.

Hodgman Rubber Names New Representatives

HODGMAN RUBBER Co., Framingham, Massachusetts, manufacturers of Plast-A-Ply waterproof sportswear, announces the appointment of Irvin Bentley and Arthur G. Graham, Jr. as new representatives.

Bentley, of Gamaliel, Arkansas, will cover Texas, Arkansas, Louisiana and Oklahoma. He was formerly sales manager of a sportswear firm and previously was with an engineering firm for six years as sales manager. He was away from the engineering firm for two years on Navy duty. He also has had experience setting up distribution through manufacturers' agents in the automotive field.

Graham, of A. E. Graham, Jr. and Associates, manufacturers' representatives, New Orleans, Louisiana, will represent Hodgman in Alabama, Georgia, Mississippi, North and South Carolina and Tennessee. He was graduated from Georgia Tech in Atlanta. After serving in the Army, he sold fishing tackle and allied merchandise in the southern states before branching out on his own in September, 1949 covering the above-mentioned states. In September 1952, he opened his office and sample room in New Orleans.

Toolan to Head Sales of Phoenix Forging Division

E. N. GOSSELIN, president of Phoenix Manufacturing Co., Joliet, Illinois, announces the appointment of Lawrence D. Toolan as sales manager of their Forging Division located at Catasauqua, Pa. He served recently as district manager for the American District Steam Co. of New York.

Phoenix is a nationwide supplier of commercial forgings, pipe and tank flanges for all industry.

Moore-Handley Appointed Distributor for Ben-Hur

BEN-HUR Manufacturing Co., Milwaukee, Wisconsin, announces the appointment of Moore-Handley Hardware Co., as Ben-Hur freezer distributor for the Chattanooga and Knoxville, Tennessee trading areas which cover the eastern quarter of Tennessee, plus several counties in Alabama, Georgia, Kentucky and Virginia.

The central and western parts of Tennessee are covered for the company by J. L. Perry, Nashville and Orgill Bros., Memphis.

Reynolds, Murray Ohio Sales Veteran, Retires

LLOYD W. REYNOLDS, Eastern sales representative for The Murray Ohio Manufacturing Co., of Cleveland, Ohio, is retiring after 32 years' service with the company, and will live at his residence in Coral Gables, Florida.



Lloyd W. Reynolds

As an initial member of the Murray sales force, he originally covered a large area reaching from New York City to El Paso, Texas, and in 1929 he helped open the New York sales office. Since that time his sales activities on Murray bicycles and juvenile wheel goods have been concentrated in New England and the Eastern seaboard.

Reynolds served as a sergeant in the tank corps in World War I. When he entered the service at

Camp Colt, Gettysburgh, Pennsylvania, the commanding officer there was Lt. Col. Dwight Eisenhower. Reynolds is a member of the Elks and the American Legion.

Midland Co. Appoints Morey Sales Director

HAROLD E. MOREY has been appointed director of sales of the Midland Co., South Milwaukee, Wis., and was to assume his duties on March 1, Clair P. Nourse, president, has announced.

Morey was associated formerly with the Studebaker Corp., South Bend, Ind., as assistant director of owner relations.

George F. Bingham will remain as sales and advertising manager of the Midland Co.

Job P. Wyatt Distributes Hudson Line of Products

JOB P. WYATT and Sons Co., of Raleigh, North Carolina, wholesalers of seeds and allied lines, announce they are now a distributor for the H. D. Hudson Manufacturing Co.'s line of sprayers and dusters, poultry equipment and livestock equipment.

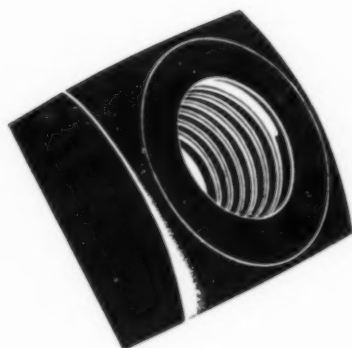
The company serves Eastern North Carolina from Greensboro to the Coast and at present has nine men calling on dealers.

Asphalt Roofing Industry Bureau Elects Chairman

EARL C. FAULKNER, executive vice-president of the Lehon Co., Chicago, was elected chairman of the board of governors of the Asphalt Roofing Industry Bureau at its annual meeting held in Chicago. He succeeds L. W. Clarke, vice-president of the Philip Carey Manufacturing Co., Cincinnati.

W. R. Wilkinson, vice-president of the Johns-Manville Corp., New York, was reelected vice-chairman of the board of governors, and E. L. Chamberlain, vice-president of Bird & Son, Inc., East Walpole, Mass., was reelected treasurer.

(Continued on page 63)



REPUBLIC

SEMI-FINISHED AND
COLD PUNCHED NUTS ARE
TOP QUALITY
FROM ANY ANGLE

First chance you get examine any Republic nut carefully.

Notice the sharp, accurate threads, the full threading area. This assures fast assembly—a firm, more uniform grip when nut is tightened.

Notice, too, the clean, smooth faces, the sharply defined corners. Wrenches fit squarely and snugly with less chance for slippage. This reduces deformation—saves time and tempers.

If you're looking for quality fasteners, remember that Republic Bolts and Nuts come in over 20,000 different types, sizes and shapes. For more information write to:

REPUBLIC STEEL CORPORATION

Bolt and Nut Division • Cleveland 13, Ohio

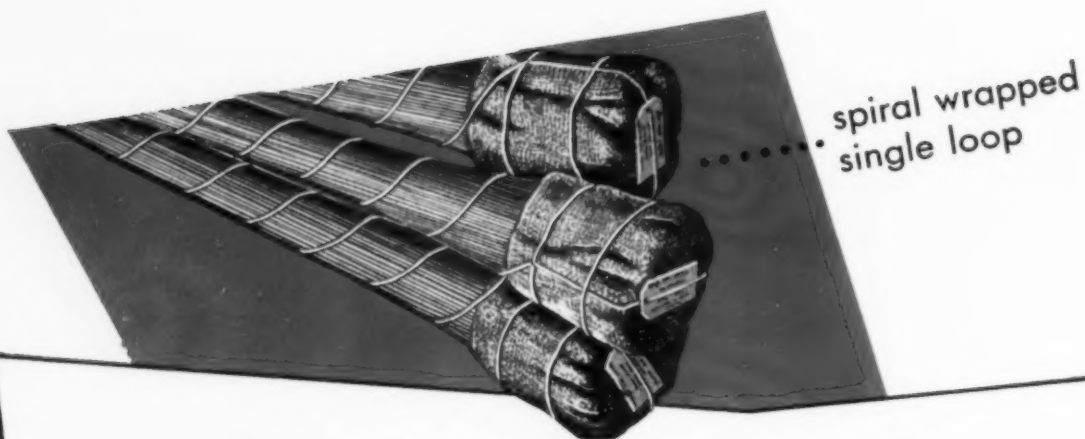
Plants at Cleveland, Ohio and Gadsden, Alabama

GENERAL OFFICES • CLEVELAND 1, OHIO

Export Department: Chrysler Building, New York 17, N. Y.

**REPUBLIC
BOLTS AND NUTS**



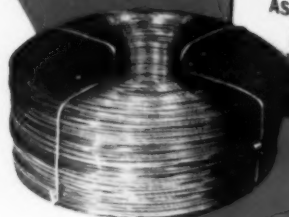


spiral wrapped
single loop

Reap a harvest of profits with **DIXISTEEL** Bale ties—Coiled baling wire

TRADE MARK

ASAE standard
specifications



Dixisteel Coiled Baling Wire is now available for these automatic balers:

- John Deere
- Oliver
- New Idea
- International Harvester
- Minneapolis Moline
- New Holland

Cattle raising continues to increase in Dixie. This calls for more hay and forage. The result is greater demand for bale ties and baling wire for automatic balers.

Be ready when harvest time comes. Have plenty of DIXISTEEL Bale Ties and Coiled Baling Wire in stock. Order now from your hardware wholesaler or jobber.

ATLANTIC STEEL COMPANY • ATLANTA, GEORGIA

Contract used by company contains full information concerning the rented item. Customer signs one copy of the contract

RENTAL RECORD

NAME _____		PHONE _____	
LICENSE _____		ADDRESS _____	
EQUIPMENT	<input type="checkbox"/> FLOOR SANDER	<input type="checkbox"/> FLOOR EDGER	<input type="checkbox"/> FLOOR POLISHER
ADDITIONAL EQUIPMENT _____			
EXPLANATION OF RENTAL CHARGES			
Minimum Charge	\$ _____	Rental Per Hour	\$ _____
Evening Rental	\$ _____	Edgers Per Hour	\$ _____
Complete Day Rental	\$ _____		\$ _____
PAPER CHARGES			
Sandpaper Grit No. 100	_____	Taken out	o'clock _____ 19 _____
Sandpaper Grit No. 80	_____	Returned	o'clock _____ 19 _____
Sandpaper Grit No. 30	_____	Rate	\$ _____
Sandpaper Grit No. 4	_____	Rental charge	\$ _____
		Deposit	\$ _____
		Cash Due on Rental	\$ _____

Their rental service brings

Year-'Round Profits

"WHEN YOU CAN'T sell 'em, rent 'em."

That has been a profitable practice of Bernal Hardware Co., Nashville, Tennessee, ever since the business was started four years ago. Hundreds of new customers

have been attracted by the store's rental service which makes available to them tools and other items which many customers would not find practical to buy.

There has been sufficient income from rentals to pay for each rental item several times over, and, naturally, the firm is highly pleased with results.

Among the machines rented are floor polishers, paint sprayer, fence stretcher, post hole diggers, wheelbarrows, lawn and garden fertilizer distributor, lawn roller, pipe

wrenches, saws, and a number of other items.

"A suburban store that's close to new residential areas has an ideal location for really building up rental business," explained John Bernal, Jr., a partner in the firm with his father John K. Bernal and brother, David.

"Nearly all these homes have been sold to young people, most of whom are making their own repairs and generally doing their own maintenance and gardening chores. It is a considerable convenience to be able to rent tools that they don't use often enough to buy.

Year-'Round Use

"My two rental polishers, for example, stay out practically all the time the year 'round and I am planning to buy two more to keep up with the demand. I have \$38.00 invested in each polisher and rent each for \$1.00 a day. A rental polisher pays for itself in less than two months and may be in constant use for one or two years. After a certain amount of usage we sell it for about half the original cost and replace it with a new one. We spend practically nothing



John Bernal, a partner in the business, explains operation of a floor polisher to rental customer. Rental service has boosted store traffic and accounts for sales of much allied merchandise



The operation of the floor polisher having been explained to her, the customer here signs rental contract. Virtually all customers using the company's rental service purchase other supplies as well

on it for upkeep. However the big payoff in rentals is the new customers they bring to us and the added sales we make in connection with each rental. When renting the polisher, for example, the customer often needs additionally floor wax and a floor cleaner. She buys interior paints, paint brushes, mops and other articles for home use. She frequently becomes a permanent customer for many other hardware products, and she comes to us for these products because she can rent from us the tools with which to apply some of them."

Some Problems

Bernal went on to explain, however, that he hasn't found the rental business to be entirely without problems. For example, he discontinued renting floor sanders because of two severe problems which made these unprofitable. One problem was that stores of every kind in his section have started renting floor sanders and cutting prices. The other problem was the costly repair bills on them. Customers unused to operating sanders would run them over floors with nail heads protruding and scratch the rollers. Others

would wear out the sandpaper completely and run the roller surface on the floor.

Bernal limits his rentals to machines and items that are not subject to so much punishment. There's the fertilizer distributor, for example. It represents an original investment of \$8.00, rents for \$1.00 a day and requires little repair. The best thing about this lawn-nourishing device is that the store usually sells a \$4.50 bag of fertilizer with it. In fact, dozens of customers come to the store to buy their lawn and garden fertilizer because Bernal has the machine to spread it evenly over the ground. It stays in use throughout the warm months. The firm's \$25.00 lawn roller stays in use during the same period and brings in \$1.00 a day.

Bernal explained that many new homes are sold with a minimum amount of lawn and garden work performed, leaving a lot of work for the buyer to do with purchased and rented tools.

Since many buyers of new homes want their premises fenced Bernal has been able to rent a \$28.50 fence stretcher during the spring and summer for \$1.00 a day. Along with the fence stretcher goes a \$2.50 post-hole digger which rents for 50 cents a day, plus the

fencing which the rental customer buys.

A wheelbarrow costing \$9.50 rents for \$1.00 a day and a paint sprayer that rental customers use on both their cars and homes brings a daily \$3.50. And, naturally, the sprayer leads to the sale of a lot of paint, brushes, ladders and other supplies.

24-Hour Period

Bernal allows 24 hours or so for each rental day, but this is adjusted according to the time of day the item is taken out. He uses a contract which is filled out in duplicate and signed by the customer. It lists name, address, phone number of customer, license number of the car, item rented, charges, time taken out, etc.

While most rental customers find it good business to rent machines for their limited needs rather than buy them, Bernal expresses surprise at the amount of rental use to which some of them put his rental items.

"I have one lady customer who takes a polisher out nearly every week," he explained, "and I have many more who would save money by buying the machines they take out instead of renting. However, that doesn't matter to me, for I have them to sell too."

Bernal Hardware is a constant advertiser and it promotes its rental line along with other products. During the warm months a show window and sidewalk display are devoted to such products as a fertilizer distributor, lawn roller, paint sprayer and other rental items suited to the season.

Consistent Advertising

Once a month the store mails out more than 2,000 copies of a newspaper which carries the store name. The store runs a display ad almost every week in the Woodbine News, a weekly paper circulated in the suburban area in which the store is located. It sends out also special promotional pamphlets in the spring and for the Christmas season.

The monthly newspaper is addressed to boxholders of different rural routes while the seasonal pamphlets are sent directly to addressees taken from a selected mailing list. All these means of promotion give Bernal an excellent opportunity to keep his rental items before his customers.

Southern dealers report on their

New and Profitable Lines

INVENTORIES of individual hardware stores are constantly in a state of change as dealers take on new lines, expand old lines and close out lines of merchandise that are not moving in their particular locations. For the most part, however, there is no over-all trend or pattern to be observed as far as lines being added and dropped are concerned. Lines being taken on by some dealers often are the very products being discontinued by other hardware men. Store location and local market characteristics and conditions naturally determine sales of individual products. Such conditions, in turn, influencing lines to be added, expanded or dropped altogether.

This situation was clearly evident in the results of a survey conducted recently by SOUTHERN HARDWARE among a large number of dealers in the 16 southern and southwestern states.

While retail hardware inventories are composed of numerous

Southern Hardware TRADE SURVEY

staple items which continue to be stocked year after year, southern retailers are by no means overlooking new profit opportunities. New products suited to local market conditions are being taken on by virtually all dealers participating in the survey, and many indicated their interest in stocking additional new lines in future

months as demand warrants.

Dealers were asked in the survey's first question to list those new lines added in recent years. The products mentioned comprise a long and varied list, no one product or line being mentioned in a particularly large percentage of the replies. However, 20 percent of the participating dealers did report that housewares have been added or that existing housewares sections have been expanded. A like percentage indicated that plumbing supplies and fixtures have been added to inventories.

Other products which dealers listed as having been added with-

Though inventories contain many staple items that change little from year to year, southern hardware retailers are by no means overlooking new profit opportunities. They're taking on new lines that meet the tests of competition and market demand—and they're dropping lines that don't measure up



in recent years include: power tools, electric and gas appliances, television sets, inexpensive paints, lawn furniture, fishing tackle, bottled gas appliances, irrigation equipment, room air conditioners, garden tractors, china, floor furnaces, gas heaters, and attic fans.

(Continued on page 44)

Room air conditioners are among new lines being taken on. R. R. Thomas, partner in the McDuff Hardware Co., Jacksonville, points out features of a unit for a prospective customer.

Their all-out merchandising campaign is



Bench tool shown above performs seven different operations

AN APPEAL to man's dormant love of tools and to his aroused interest once he gets them in his hands is responsible for a steady increase in power tool sales for Mercer Hardware & Paint Store of Miami, Florida.

By displaying two well-known lines, by energetically promoting, studying and demonstrating the product, and by skilled, personal salesmanship, this company is increasing its sales of power tools at the rate of 15-25% a year.

Luke Terry, owner of the store, carries representative stocks of high quality tools which he and the staff are so enthusiastic about themselves that they can promote them with confidence.

Mercer's advertises in six or seven radio "spots" daily, and lists tools and varied tool services in the classified pages of the telephone book under a wholesaler cooperative plan. Their extensive rental tool business also serves as an efficient sales promoter.

Mercer's display plan calls for a balanced and integrated showing of the most popular portable items in the front of the store on a table with a vertical factory display shelf behind it. It is located on a central aisle near the front door and can be surrounded by symmetrical displays of hand tools so that interest is led naturally from the lower-priced to the big-ticket items.

At the rear of the store is a broader display of used and rental tools in a special tool department.

The store accepts trade-ins, sells used and reconditioned tools, and does a very large business in both rentals and repairs. The rental service, profitable in itself, is a general traffic builder for housewares and home materials. Next to a good display and real product knowledge, store officials consider

Sparking

By Hal M. Newsome

rentals their best, long-range, tool-sales promotion. Tool repairs also create traffic and afford opportunities for sales contacts.

Since, in promoting power tool rentals, a smart staff is selling the same basic services as when they sell new tools themselves, both Luke Terry and the local factory branches stress its advantages in some detail. The Mercer store pioneered hand and power tool rentals in the Miami area nine years ago and the rental business has been growing at a steady rate of 15% per year until it now includes well over 100 items.

First, rentals make both the staff and the customers increasingly tool-minded. The salesmen



Owner Luke Terry, right, believes a sale is made once you get the tool into the customer's hands and explain its advantages

Store's integrated display of new power tools is located near front of store. Rental customer considers buying a new electric sander. Accessories are not plugged, usually, until basic tool deal is closed



Power Tool Sales

become trained in tool operation. They learn to demonstrate tools smoothly and learn all the different jobs each can do and the special selling points that "click" in the customers' minds.

The store becomes a traditional tool headquarters in which hobbyists and home-owners depend on the staff to advise them and also to supply nails, paint, and such repeat items.

Tool rentals educate the customers at small initial expense in the use of power tools. Without the need of large immediate investment, they sell themselves on the advantages of power. Selling them the tool itself is the next logical step. Rental customers visit the new tool display under their own steam as live prospects already more than half sold.

Having learned to skillfully operate one tool, the home-owner is ready to rent and buy others.

A rental line of tools can be built up to pay its own way. A representative line, suitable for a moderate trial of the project, costs from \$1,000 to \$1,500. Most of this expense may be recovered by selling the rental items at cost as used tools when they begin to show wear and tear.

Basic rental list consists of the following: floor sander, \$500; edger, \$200; 1/4" and 1/2" drills, \$45 each; 6" and 8" saws, \$40 and \$145; floor polisher, \$60 (more than one is often needed); 16', 20' and 30' light ladders (magnesium) \$130; 6" and 7" disc sanders, \$25 and \$65; 2" and 3" belt sanders, \$80 and \$115; oscillating sander, \$46; hedge trimmers, \$45; power

lawn mower, \$70; total, \$1611. Hand tools should be included also. The total inventory can be built up to \$5,000 to \$10,000 in some areas as with Mercer's.

New Line Only

Store managers who wish to carry only the new power tool line can put in a skeleton stock of popular woodworking tools for \$200 to \$400 in a relatively small space with factory display equipment. Suppliers furnish basic merchandising assortments. In most cities quick deliveries can be had on replacements and often the more expensive, multi-operational bench tools can be sold from the catalog. Local suppliers will deliver them usually on short notice for inspection and often help sell

(Continued on page 50)



Good repair jobs or the building of useful household objects put women in the "big" booster class



Rental and used tools and repairs are handled in rear. Work bench is provided for demonstrations



L. J. (Jack) Sharp, Sr., left, and Jack, Jr., with the fast-selling display of imported English brass

Looking for a high-turnover specialty?

Try Imported English Brass

FROM A WALL display, 8 by 8 feet, and a ledge 2 feet wide at the base of the display, one of two L. J. Sharp hardware stores in Dallas, Texas, sold \$2,250 worth of imported English brass (at retail prices) during the calendar year of 1953. This involved a five-time turnover.

Margin to the retailer on imported English brass items in this line is 50 percent, so the volume of \$2,250 was realized on an inventory investment of \$1,125.

This is one of the fastest turning lines a hardware retailer can stock, in the experience of L. J. (Jack) Sharp, Jr., and Sam Crenshaw, buyer. The latter commented:

"A salesman talked me into this line and we started with a \$450 stock at retail, or \$225 at wholesale. During the year we replen-

By Baron Creager

ished our stock at different times to the extent that we bought throughout the year, four times as much as our original order. In the Christmas season it was almost impossible to keep up the stock. Since the line is available right here in Dallas we do not consider it necessary to lay in a large stock, so we carry only a limited amount of surplus."

This imported English brass is produced by both machine and hand, according to Sharp, Jr., so it represents considerable hand work, but is not highly expensive. In the line there are three principal items stocked by this store—wall plaques, used principally in

dens; pitchers and indoor planters. Waste baskets and some smaller items are also stocked lightly. The indoor planters, for house plants and flowers, carry the almost certain possibility of an additional sale since they require pottery liners. Pottery is recommended over metal as a liner since any fertilizer that might be used will eventually eat out the metal.

Lowest-priced item stocked here is a 59-cent plaque, while the most expensive item is the largest plaque, retailing at \$11.95.

A display for such merchandise can be inexpensively prepared, although in the case of Sharp Hardware, the display cost more than it should have.

"At the time, we didn't know where to buy our peg board, so we bought two sheets at retail for

(Continued on page 44)

Profits come through their Windows

**Fohl Hardware finds windows
a 'natural' as a companion
line to builders hardware**



**Bill Smith explains fine
points of small jalousies to
interested home-remodeler**

THE COMPARATIVE ease with which we have built a yearly volume amounting to more than \$50,000 in windows — jalousies and casement, awning-type windows, etc. — indicates to us that hardware dealers who are not stocking and pushing windows are passing up a real profit opportunity and leaving this new and fast-growing business to building supply and specialty dealers. The business belongs just as logically in the hardware store. And it's a

'natural' as a companion line to builders hardware."

Those were the words of W. C. Smith, manager of the Fohl Hardware Co. in Fort Myers, Florida. That company's window sales constitute as much as one-tenth of its annual \$500,000 volume.

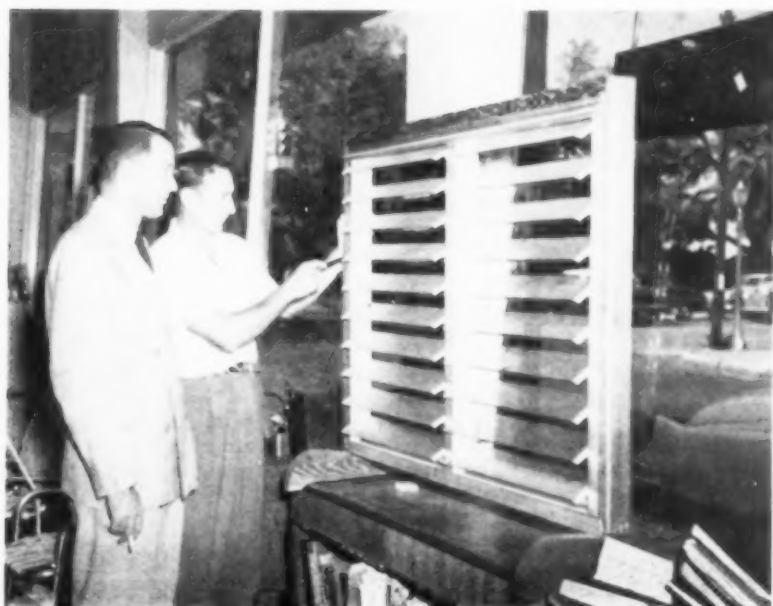
Smith points out that the window business of the Fohl store comes generally from two main sources: builders of new homes, both contractors and individuals who are supervising the construc-

tion of their homes; and from individuals and smaller contractors who are remodelling old homes.

Of the two types, Smith believes the latter can be more productive in the long run. "In the first place," he reasons, "the new building boom has shown signs of slowing down practically everywhere. Although there is still much new building going on, we feel that the really big mass construction has already passed its peak.

"On the other hand, there are a lot of homes that are from 20 to 50 years old — good, substantial homes, but they need modernizing. The owners of these old homes are excellent prospects for modern windows. And we like this type of business because it will continue indefinitely. Before all the old homes that need modernizing are re-done, there will be thousands of others old enough to need the same treatment. Also, the 'do-it-yourself' idea which is catching on so well among homeowners is serving to further build

(Continued on page 48)



**Prominent display of jalousies
in window near store entrance
attracts customer attention**



The food plan—household freezer idea means profit for some dealer in every town . . .

"In Our Town--It's Our Store"

By Ruel McDaniel

SOMEBODY in every town is making a profit with household freezers and food plans to go with them—and it might just as well be the hardware dealer!

That, at least, is the enthusiastic conclusion of W. T. Avery, partner in Avery-Johnson Hardware, Macon, Georgia, after a full year's experience with freezers and a food plan.

The company sold over 200 freezers and food plans the first year, and there was no foreseeable let-up in demand. The more than \$100,000 volume produced by the freezer sales offset a loss in store volume otherwise and enabled the company to come through the year with a net gain of more than \$80,000.

"Food plans have given themselves a black eye in many localities," Avery points out, "and for

that reason we hesitated before adopting one. It has been our experience, however, that just because a lot of food plans have failed, that does not condemn the idea. There have been too many high-pressure promoters in the food plan business. It can be promoted without that.

"Frankly, the food plan was not adopted to make money. It simply is an important sales appeal, and the one that sells more freezers for us than anything else we have done," Avery explains. "A food plan, honestly carried out, enables us to tell a prospect truthfully that any freezer ultimately will pay for itself in food savings. We not only claim that, but prove it to a prospect with actual figures."

Before the company finally decided to stock home freezers and a food plan to go with them, Avery studied every phase of freezer merchandising and many food plans, to see how they worked and to determine what plan would best suit his company's needs. In discussing the subject with numerous dealers in other cities, he determined that high-pressure promotion of the food plan was the one thing he most wanted to avoid.

The next step, after deciding what line of freezers to stock, was making financing arrangements. Avery purposely went to a local bank, knowing that if the bank accepted the program it would be another step indicating its soundness. The bank agreed to handle home freezer notes for the company, with recourse.

(Continued on page 55)

Pipe Threading Service

builds plumbing supplies sales

By William Bottenhorn

AN IMPROVED PIPE threading service is directly responsible for the steady increase in the gross sales of pipe, fittings, and water heaters at Klingenberg's Hardware and Paint store, Newport, Kentucky.

The store is a typical neighborhood establishment where display space is limited, and plumbing fixtures are limited to a "hang-up" display of toilet seats.

A fairly consistent demand for cut-to-length and threaded replacement pipe demanded the continuation of a pipe threading service to maintain customer good will through the convenience it rendered. On the other hand, salesmen were not pleased when a customer asked for a piece of 1 1/4 inch pipe, any length, threaded on both ends.

To the late W. E. Klingenberg, the service was considered a necessary evil that posed a major problem. Five years ago, an electric motor driven pipe cutting and



Machine takes the drudgery out of pipe threading for Salesman Link Andrews. Service is responsible for increased customer good will

threading machine presented itself as a possible solution. To install a pipe threading machine required an investment that Klingenberg was not willing to make before weighing the facts carefully.

Would improved salesmen's temperament and customer relations offset the fact that service volume in itself did not warrant the purchase of a machine?

The idea of promoting the serv-

ice as something special answered the question. Volume could be increased to a point where the pipe threading machine eventually would pay for itself.

To follow through on the promotional idea, the machine was placed in a connecting room — in full view of customers at the service counter. Thus it virtually became a demonstration every time it was used. This adjoining room is easily accessible to store traffic and is the focal point for paint and painter's supplies, and also a constantly expanding pipe fitting stock.

The salesmen now showed a marked willingness to render threading service even for sizes larger than 1 1/4 inches. Customers, pleased with what they saw, and the service they received, told their neighbors about it. In a very short time it became evident that the pipe threading service was bringing-

(Continued on page 58)



B. E. Heidelberg takes customer to adjoining storeroom to see water heater



More than 185,000 persons attended the week-long show

Do-It-Yourself Show

Packs 'Em In



A "DO-IT-YOURSELF" show held April 9-15 in Miami, Florida, and featuring displays of tools, materials and services attracted an attendance of more than 185,000 persons over the week-long exposition.

Sponsored by the Miami Herald, the exhibit amply reflected the interest of consumers in doing their own "fixin'". Sales and orders for the hardware, building supplies and allied industries were esti-

mated to be in excess of \$300,000.

Participating retailers and wholesalers generally were impressed by the interest of consumers in specific information on home maintenance and repair, and minor construction. Numerous retailers with booths were equally impressed with the flood of sales and inquiries that "spilled" over to their local stores during the week.

(Continued on page 60)



\$25,000 annual volume...

Major Profits from Gifts

By Ruel McDaniel

THOUGH LOCATED in a town of no more than 4,000 persons, Prescott Hardware Co., in the Arkansas city of the same name, has built a large volume on gift items, exceeding \$25,000 a year. Customers from as far as 100 miles away visit the store, which turns its impressive inventory of gifts four times a year.

The gift department, in fact, draws customers from a number of other communities some of which are larger than Prescott. The reasons for this are several. One is the quality lines the gift department has featured for years. Another contributing factor to the success of this department is the special services for brides—services which brides and gift donors alike appreciate so much that they come a long way to take advantage of these services. This is emphasized particularly by Mrs. Hugh McDaniel, assistant buyer for the department who also is responsible for its neat and attractive appearance.

Dan Pittman, co-owner of the company, emphasizes the importance of quality lines in building a high-level volume of business in the gift department.

"One thing that has built a following for the department throughout an extensive trade territory," explains Pittman, "is the fact that we stock several well-known quality lines of china, crystal, and glass, and advertise them regularly. We have stocked one line of quality glassware since 1930. Replacement sales alone in these lines that we have featured so long runs into considerable volume."

Out-of-town customers come to the shop because they know they can find "something different" in gifts. The shop is able to produce

these novelty and "different" gifts by keeping up with the newest in that line through gift shows and other trade promotions.

"We're not afraid to stock something radically new," Pittman declares. "Of course we're stuck now and then with something that won't move, but even slow-moving novelties add to our reputation for carrying 'something different.'"

Turnover is boosted and slow-moving items are sold through the use of a series of special tables, placed along the main aisle that separates the gift shop from the adjoining area. These tables may be seen even by persons who do not actually go to the gift department.

Each table features a wide selection of novelty gifts at a uniform price. One table displays a wide assortment of items selling for 98 cents; another is a 59-cent table; one carries only items priced at 25 cents, and one even drops as low as a dime for anything shown.

Mrs. May Pittman, here serves out-of-town customer in the gift department. Wide range of merchandise, plus quality lines have helped company turn stock four times yearly

These tables are standard fixtures of the gift department. Although the merchandise constantly is sold and replaced, the tables are permanent and a lot of bridge-playing customers browse among these tables for prizes.

The department is a favorite of prospective brides, because Mrs. McDaniel cooperates with them to see that selections of gifts are





Left, view of gift department as seen from front of store, which is favorite among brides and gift donors in this town of only 4,000

properly balanced. For example, when a bride comes in and selects a certain china pattern, Mrs. McDaniel starts a list for her. This list remains with this selected pattern throughout the period of gift-giving. Mrs. McDaniel asks the bride if she wishes to have a place setting of eight or 12 pieces, and china or crystal items are sold to gift donors accordingly.

Many new accounts are established as a result of Mrs. McDaniel's "keeping her ears open" and watching local and out-of-town papers for engagement announcements. When she learns of an engagement, she contacts the prospective bride or her mother and invites her to the shop to select her patterns, explaining the service rendered.

Dealers Report on New Lines

(Continued from page 35)

Generally, dealers indicated satisfactory results with the new lines they reported as having added within recent years. Results with housewares, for example, were termed by dealers as "good", "excellent", etc., while one reported that results had been particularly outstanding since the department was placed in charge of a saleslady.

There were similar expressions of satisfaction with plumbing supplies and fixtures including the threading and cutting of pipe. Results here were described as "excellent", "wonderful", "good", etc.

One dealer drew particular attention to the "higher profit" possible from sales of these products.

Another dealer reported that within recent years he had added power tools, electric and gas appliances and plumbing supplies and that these lines now "represent more than 50 percent of our volume."

Dealers were asked in the survey's second question to list the new lines which have proved to be most profitable. The replies covered a wide range of products with no one product or line being mentioned by a large percentage of dealers. However, these were the products and lines mentioned most frequently: plumbing supplies and fixtures, power tools, china, furnaces and heaters, housewares and fishing tackle.

Question No. 3 asked, *What lines have been dropped?* Once again a large number of lines and products were listed, no one, however, being mentioned by a large percentage of the dealers answering the question. These lines included: asphalt roofing, housewares, small appliances, major appliances, harness and saddlery, television sets, baseball supplies, and heavy hardware such as cable and angle iron.

While no large group of dealers have dropped any one line, about 20 percent of those answering this question indicated that they have discontinued the handling of small appliances or major appliances. Some dealers stated that too many outlets are now engaged in selling these lines for them to be particularly profitable. Others protested

that the rise of discount houses and "cut-rate" selling had made it impossible to handle the lines profitably.

One dealer expressed the situation in this manner: "gross profit too little, trade-ins too high, cash discount too high, service charges too high — no net profit!"

In other instances, dealers usually dropped lines because of a lack of demand for the product in their particular location. Then too, individual reasons played a part. One dealer, for example, found it necessary to drop baseball supplies because, "ball teams are buying at a discount."

Asked how the new lines have been promoted and built up, southern dealers indicated in their replies that for the most part no promotional "gimmicks" are in use, dealers instead placing their reliance on proven methods of promotion. In most instances dealer promotional plans have been built around radio and newspaper advertising, good display, store demonstrations and concentrated selling within the store. A number of dealers indicated that the maintaining of broad stocks was in itself an effective means of promotion.

Question No. 5 asked, *What other new lines are you thinking of adding?* Once again the list of products was varied and included room air conditioners, linoleum, do-it-yourself supplies, major appliances, small appliances, housewares, fencing, lighting fixtures and a number of others.

Imported English Brass

(Continued from page 38)

\$8 a sheet," Crenshaw related. "We could have done better had we taken time to shop around."

The peg board is faced with green felt to create an attractive background for brass. Conventional hooks are used to suspend the pieces displayed against the vertical background.

In the relatively small brass department shown in the accompanying photograph, a total of 53 pieces from the line is on display, counting duplications.



American Chains for Farm, Home, Industry and Transportation



New Metal Containers Offer Even Better Values

Now the popular ACCO-PAKS come in new metal containers, well finished and labeled. These pails can be re-used. As a matter of fact, you can sell them as pails when emptied.

As you know, Acco Quality is the standard of value in chains. That's why it pays to display American Chain items at all times.

Do you need another American Chain display stand? These Salesmakers really create impulse buying. Tell your AMERICAN CHAIN distributor.

ACCO



American Chain Division
AMERICAN CHAIN & CABLE

York, Pa., Chicago, Denver, Detroit, Houston,
Los Angeles, New York, Philadelphia, Pittsburgh,
Portland, Ore., San Francisco, Bridgeport, Conn.

**Better
Values**



Officers of the Florida association are, left to right: T. R. Hodges and R. M. Bronson, directors; A. C. Stine, retiring president; O. W. Brady, Jr., president; Stanley Bumby, vice-president, and R. J. McCann, a director. Paul Franklin, director, was not present for picture



Officials of the Georgia association are, left to right, Clarence Johnston, Charles C. Giddens and E. D. Pennington, directors; Olin Williams, retiring president; H. G. Teaford, president; Virgin Poss and Forrest Knapp, directors, and William Flemister, vice-president

Georgia-Florida Convention

MEMBERS OF the Georgia and Florida retail hardware associations met in Jacksonville April 25-27, for the annual joint convention of the two groups.

Members heard featured speakers stress the advantages of a quick service type of operation. Russell R. Muller, managing director of the NRHA, stated that with net profits down all dealers should watch margin squeezes and operating costs and be prepared for more competitive selling. He recommended monthly profit and loss sheets.

A quick service operation, he said, requires open displays, pricing of every item, a guard rail showing customers where to go out, and requires that all wrapping be done at the check-out counter.

In his address, Harry R. Meyer of the National Cash Register Co., stated that the quick service method ends peak period confusion, increases impulse sales and keeps customers in the store who might rush out if they depended on a salesman to wait on them.

Suggestion selling or "added item" selling was stressed by Charles P. Culp, regional sales manager, E. I. du Pont de Nemours & Co. "Let's make this a year," he urged, "when we will never write a sales ticket with only one item on it." He urged dealers to get into the habit of thinking in terms of multiple sell-

ing when serving customers.

Basing his talk on methods by which retailers might build bigger and sounder volumes, R. J. McCann, McCann-Freeman Hardware Co., Fort Lauderdale, stated that for one thing, his company did more advertising than most of its competitors.

"We are gradually tending toward the self-service idea," he said. "We push nationally advertised merchandise. We try to give the customer a wide selection, but we do not stock so heavily that we cannot get a fast turnover. We are constantly on the lookout for new items that will increase sales. We remember that people are gadget-minded these days. By carrying new items we increase customer confidence that they will find what they want in our store."

Store traffic, he continued, has been increased by advertising special offers, but Mr. McCann pointed out that when such sales are held the majority of the business done is on regular items.

The business operates on an advertising budget of two percent of gross sales, but this is stretched as much as possible by taking advantage of cooperative advertising. Newspapers and direct mail are the company's best advertising tools.

Other speakers included John W. Sheffield, president, Sheffield Hardware Co., Americus, Ga., who

discussed unfair encroachments upon hardware retailing, and Dr. Frank Goodwin, professor of marketing, University of Florida, who discussed the human element in retailing.

In a panel discussion of various problems encountered by hardware retailers, Stanley Bumby, Orlando, stated that it is as important to promote the business to employees as to the public. He also emphasized the importance of a bonus plan to stimulate competition for sales among employees.

W. T. Avery, Macon, described how a food plan helped his company achieve high-volume sales of home freezers. H. G. Teaford, Americus, told how diversification of inventory had increased sales volume for his business. Olin Williams, St. Simons Island, Georgia, discussed the highly satisfactory experience he has had with housewares, while A. C. Stine, Sanford, discussed his store's effective collection methods.

H. G. Teaford, Americus, was elected president of the Georgia association. William Flemister, Atlanta, was named vice-president. Directors are: Forrest Knapp, Thomasville; Charles C. Giddens, Adel; Virgin Poss, Washington; E. D. Pennington, Lafayette, and Clarence Johnston, Albany.

The Florida association chose O.

(Continued on page 64)

UTICA TOOLS®

*the perfect gifts
for*

FATHER'S DAY

June 20



JUNE 12 ISSUE
(on newsstands June 9)

Invites millions to buy in their local hardware stores.

display **UTICA**
push **UTICA**

Use Utica in your Father's Day ads.
Free mats and cuts available on request to factory.

U T I C A
UTICA DROP FORGE & TOOL CORP.
Utica 4, N. Y.



ARE YOU A

"Problem Father?"

Father's Day is coming up—June 20. And that adoring family of yours is wondering "What shall we give Dad?" Don't be a problem to them. Let them know what you'd like. And here's a suggestion. Just tear out this ad and leave it on your favorite chair with your choice marked. You'll get results!



**Wide Mouth
Utility Pliers**

New and mighty useful—hold tight on even large objects. Forged rib-joint gives extra strength. Every pair tested with 150 lbs. pressure on handles. Ideal for home or car. **UTICA® Rib Joint®** pliers No. 507... 10" only \$2.85.



Set of 3
**UTICA® Adjustable
Wrenches—6", 8" and 10"**

Tests show Utica® wrenches last up to ten times longer because jaw surfaces are extra-hardened to resist burring and nicking. Set of 3, only \$7.12.

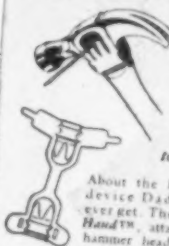
**Long Nose
Pliers**

Ideal for electrical work and for handling small parts and for reaching into cramped spaces. Jaw cutters are extra-hardened for long wear. No. 654... 8" size, \$3.00.



**Gifts a man always
welcomes!**

Useful gifts—like
UTICA® finest quality tools.
Each in a box convenient for
gift wrapping.



**"From
Junior
to Dad"**

About the handiest device Dad could ever get. The **Third Hand™**, attached to hammer head, holds nail for high or reaches or wherever hand can't hold nail to start. And at Junior's price. Only 79¢.

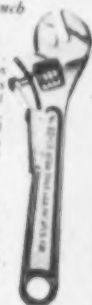
**Rugged, Heavy-duty
General Purpose
Electrician's Pliers**

Jaw surfaces and cutting edges extra-hardened by electronic induction. Cutters hand-honed, are so true that they cut 1000 steel wire, so accurate they cut thin bond paper. Sizes 4", 5", 6", 7" and 8". Handy 6" size, only \$2.62.



**A Brand New One!
Adjustable Wrench
That Locks.**

It's adjustable... it locks... it clamps like a vise. Replaces a complete set of open-end wrenches, and can be clamped onto the work with vise-like "bite" of 100 lbs. An amazing and versatile tool—No. 921M—in sizes 8", 10" and 12", 10" size, \$5.85.



Tell 'em your dealer has **UTICA TOOLS®** or can get them—the tools that are engineered for quality.

UTICA®

*Remember
the name*

TOOLS



DROP FORGE & TOOL CORPORATION
UTICA 4, N. Y. In Canada, 400...

New **LUFKIN**

White Clad TAPE-RULES

In NEW Sales Building Package

The Lufkin White Clad is the newest addition to the well-known, nationally accepted "Mezurall" line of tape-rules. It is unequalled in tape-rules with a white line and is priced to appeal to mechanics, homecraftsmen and homemakers.

3 GREAT CONSTRUCTION FEATURES

SELF-ADJUSTING END HOOK

Gives the most accurate measurements, as the hook automatically slides to compensate for its own thickness.

TESTED AND PROVEN MOST DURABLE WHITE LINE

Bold black figures and markings (both edges) are easy to read against snow-white 1/2" line. White finish, on banded, tempered steel blade, is covered by a tough, abrasive-resistant clear plastic for greater wear. Concave blade will project unsupported. Blade operates smoothly — brake prevents creep — can be replaced in seconds.

3 GREAT SALES AIDS



310

IT PAYS TO SELL **LUFKIN**
TAPES — RULES — PRECISION TOOLS
ORDER FROM YOUR HARDWARE JOBBER

THE LUFKIN RULE CO. • EASTON, MICHIGAN
132-138 Lafayette St., New York City • Erie, Ont.



NEW, LIGHT, "MAGIC METAL" CASE

New lightweight alloy metal is lighter than any other used in die-casting, yet makes the toughest, strongest, most durable case on the market. Case is exactly 2 inches wide for accurate inside measurements.

W 926	6 Ft.	\$.98
W 928	8 Ft.	1.19
W 9210	10 Ft.	1.49
W 9212	12 Ft.	1.89

Replacement Blades Available

"SEE-THRU" RE-USABLE BOX

Each White Clad tape-rule is packaged in a beautiful 2-color plastic box with hinged cover and snap fastener. Your customers will be pleased with this bonus.



EYE-CATCHING DISPLAY CARTON

Brightly colored attractive carton holds six tape-rules. On your counter, in your window or in your showcase this customer-stopper will build impulse sales.

NATIONAL ADVERTISING PROGRAM

The greatest national advertising program ever undertaken by a manufacturer in this field will help build your profits. Hard-hitting, hard-sell ads will reach over 25 million homes again and again to pre-sell consumers on the Lufkin White Clad Mezurall.

Profits Come through Their Windows

(Continued from page 39)

interest in such remodeling jobs. All of which makes us feel that there's a growing and perpetual market for windows."

The company promotes its windows and accessories in two ways. First, through store displays and advertising, they attract a drop-in trade and catch the interest of the normal store traffic. Secondly, they maintain contact with building contractors, catering especially to those who specialize mainly on remodeling jobs.

A permanent display of jalousies, casements, awning windows, and other accessories is placed in the store next to the show window facing the main thoroughfare (the window has no background) and beside one of the store entrances. It is back far enough from the display window so that a customer has no trouble examining the various units; and it is so near the entrance that it would be difficult for anyone to come into the store by that door without seeing the display.

The display stimulates customers to inquire about the merchandise, and salesmen in the store are well-versed as to the answers. Home-owners, particularly those who buy the windows, jalousies and accessories and install them themselves, appreciate that service. Fort Myers, too, has many retired and semi-retired residents who are taking advantage of the "do-it-yourself" trend.

Tied in with the display are the company's frequent newspaper advertisements featuring windows, jalousies and accessories. These are supplemented by occasional spot announcements on the local radio station.

The company actively seeks the contractors' business by personal contact, with Smith or some of the salesmen telephoning them regularly, telling them about windows and accessories and offering selling suggestions. In making the contacts the Fohl salesman stresses the service the contractor renders the home-owner customer when he suggests modern windows and, at the same time points out to him the additional profit he might make by selling modern windows.

In this way, the company has succeeded in making many smaller contractors, especially, keenly conscious of jalousies and windows.

DOUBLE IMPACT!

with the **Resinite** *Twin-Tube** **FLEXIBLE SPRINKLER**

DOUBLE UTILITY! The Resinite Twin-Tube Sprinkler is this year's sensation! Produces an even, rainlike spray over an area 20 feet wide; is more flexible for curving around flower beds and irregular borders, can be used on newly seeded lawns or freshly cultivated gardens.

DOUBLE SALES APPEAL! Home owners immediately recognize that this is by far the greatest portable sprinkling system ever made. Heavy duty vinyl, will not rot or mildew, Distinguished packaging attracts buyers.

DOUBLE PROMOTION! Resinite is conducting the most comprehensive advertising campaign ever this spring... large newspaper ads... magazines... radio... television... direct mail... store displays.

DOUBLE PROFIT! With twice the utility, twice the sales appeal and twice the promotion, Resinite Twin-Tube sprinklers will sell twice as fast and produce twice the profit for alert dealers. Be sure to ask your wholesaler... or send the coupon below right now!

*Manufactured under U.S. Patent No. 2621075. Be sure any multiple tube sprinkler you buy bears this patent number.

**STILL A
BEST SELLER!**

Resinite
SINGLE TUBE
Soaker-Spray



The original and best. Gives maximum flexibility. Sprays wide area for entire length. Full 3/4" diam. tube. Beautifully packaged. Attractively priced. Wide profit margin for dealers.

ONLY RESINITE makes both twin tube and single tube sprinklers!



Resinite Twin-Tube Sprinkler is attractively packaged for impulse sales in 25 and 50 ft. lengths.

CUT AWAY

Showing heavy construction of twin tubes. Brass couplings at both ends.

Resinite

Mfd. by Resin Industries, Inc.

Sold by RESINITE SALES CORP.

Box 1257, Santa Barbara, Calif.

Resinite Sales Corp.
Box 1257, Santa Barbara, Calif.

Send complete information, prices and liberal discounts on Resinite Twin Tube Sprinklers and Soaker-Sprays.

Name _____ Title _____
Store _____
Address _____
City _____ Zone _____ State _____
Our wholesaler is _____
Please send sample, I enclose _____ \$1.00 for 25' Twin-Tube Sprinkler _____ \$1.00 for 35' Soaker-Spray.

Sell the Saw that Gives the Service

GENSCO BUSHMAN BOW SAWS

- ★ RUGGED CONSTRUCTION
- ★ FASTER, EASIER CUTTING
- ★ LONG, SERVICE-FREE LIFE

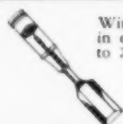


A COMPLETE LINE OF STYLES AND SIZES

No wonder Gensco Bushman has become America's favorite bow saw. From the home owners all over America to the pulpwood cutting crews both south and north, there's the right saw for every use. Sell the saw that gives the service . . . and you sell more saws.

OTHER GENSCO PRODUCTS:

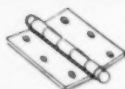
SWEDISH WOOD CHISELS



With Tenite II handles in eleven sizes from 1/4" to 2".

BUILDERS' HARDWARE

A complete line of butts, straps, T's, hasps, bolts, corner irons and shelf brackets.



WOOD SCREWS



Flat, round and oval head styles in steel, brass and nickel plate.

SEE YOUR JOBBER



WRITE FOR PRICES

GENSCO TOOLS
A DIVISION OF
GENERAL STEEL WAREHOUSE CO., INC.
1806 NORTH KOSTNER AVENUE, CHICAGO 39, ILLINOIS

The result is that when they discuss a remodeling job with a prospect, they naturally think of modernizing the windows.

Personal contact with contractors is supplemented by periodical direct-mail advertising comprised chiefly of literature furnished by manufacturers. The direct mail literature goes to the company's regular list of contractors, both large and small, to architects, and to known larger residential property owners.

Once a year, on an average, a mailing goes to all customers on the books, either as an "envelope-stuffer" mailed with the regular monthly statements or as a separate mailing, featuring nothing but windows and accessories.

Although architects generally are not as profitable a source of new business as are small contractors, they are catered to by the company so that they may be influenced to designate the store's line of jalousies, windows and accessories when designing homes.

"It has been our experience that there is a profitable volume of business in jalousies and casement, awning-type windows in the average community, and somebody is going to get it. We believe — and our experience proves it — that this business belongs in the hardware store, which is 'home base' for homeowners in so many other decorating and repairing fields."

Campaign Sparking Power Tool Sales

(Continued from page 37)

them through their specialized knowledge. One model selling for \$80 can be stocked, and sells fairly often — it performs seven operations. New tool sales alone offer an annual potential of from \$8,000 to \$10,000 gross in a good location.

A representative display is recommended, but excess stock leads to some loss because of surface corrosion, through lacquering and careful wiping off of finger marks with a slightly oiled cloth help. Though Mercer's carries two leading power tool lines, they also stock a few low-price tools for those who insist on buying "price." The staff compares these less expensive products point by point with the better tools to show the differences to customers.

Luke Terry believes, "A customer who buys a cheap \$10 drill will

Sure, other people make sledges, but...

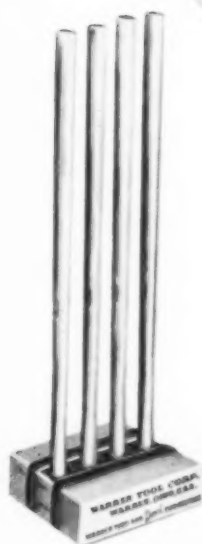


Put a Warren-Teed Sledge next to any other sledge and compare them point by point. Right down the line, Warren-Teed Sledges pack a bigger sales punch.

Check that bright, distinctive Dutch-Blue lacquer; the shining faces; and note the smooth radius that gives Warren-Teed Sledges greater balance and greater accuracy regardless of whether they strike high or low.

But you can't see everything. Take the steel — it's special open hearth steel forged as only the world's largest exclusive maker of heavy hand tools can forge it. **See the number?** That's a heat number verifying the exact content of the steel. You can't see heat treating either, but it's there . . . deep and even in the places where it's most important. And finally, to cut your handling costs and boost your sales, these famous sledges are packed in tough, attractive cartons that make eye-catching display pieces.

Get the complete story on Warren-Teed Sledges. Clip the coupon and send it to us. You'll be on your way to new sales and repeat sales to even the most demanding customer.



WARREN-TEED®
trade *Tools* mark

WARREN TOOL CORPORATION

Manufacturers of Warren-Teed and Devil railway track tools

General Offices . . . Warren, Ohio

Export Division . . . 30 Church St., New York 7, N. Y.

Sales Manager
Warren Tool Corporation
Warren, Ohio

O. K. We want the complete Warren Tool story.

- ☐ Have your salesman call.
- ☐ Send us Catalog No. 853

NAME _____

TITLE _____

COMPANY _____

STREET _____

CITY _____ STATE _____

Life without a BOLT BAR...



"YOU KNOW—THE ONE THAT HOLDS THE DOOR ON!"

Here we go again! Hairbrain Harriet has had a household calamity and she aims to fix it herself!

Only trouble is that all the tough work will be done by Hardware Harry. First he must figure out what she wants—then find it amidst a jumble of bolts, nuts and screws.

How much happier Harry would be if Harriet could select just what she wanted from self-service Lamson BOLT BAR.

Hundreds of modern hardware merchants have learned that bolts and nuts "up front" make *more* of a profit than many other products. Average turnover of stock is 6 times a year. Average hours of time saved—make your own guess.

Don't let another day slip by without asking your Lamson distributor about the BOLT BAR—or write us direct. It's the modern way to sell bolts and nuts!

The LAMSON & SESSIONS Co.

1971 West 85th Street
Cleveland 2, Ohio
Plants at Cleveland and Kent, Ohio
Birmingham • Chicago



expect it to do the same job as the \$25 to \$50 models. That's why we can guarantee only the better tools. With the others there's no assurance on parts and service. Even good tools need reconditioning occasionally, and we invite customers to bring them back to us first. This gains good will and ties the customer to us.

"Power tools are complicated enough so that they should be sold by the better trained members of the staff. If the prospect has not already 'learned the ropes' on rentals, he will take a little time to gain confidence in the salesman and the product and often to consult the family. We make a special effort to interest women in home repairs and woodworking jobs on the basis of economy. When a wife wants to buy a gift tool, we make sure she doesn't buy the price. Wives often have a fixed amount in mind to spend, but we convince them that quality pays even if the deal has to be financed.

"Our repair department services radio and TV sets, as well as power tools and most household gadgets. This permits the employment of a full time mechanic. It also brings in plenty of tool traffic to observe display and rental items, creates good will and rounds out our broad tool service. Here, too, we can really stress quality tools, for on them we can get immediate local service on parts.

Home-owners Create Volume

"We cater to all types of power tool business, but about 75% of our dollar volume and 85% of the tools are sold to home-owners. This faster turnover is gained on portable drills, saws, sanders and tool kits ranging mostly from \$23 to \$50, though some heavy duty models and combination bench tools run from \$60 to \$80 or more.

"Tools for industrial users sell from \$65 to \$115, but the business is more competitive and takes more capital, though turnover is slower. However with the display of a few heavy duty tools and quick deliveries of other models from suppliers on catalog order, this professional trade also is worthwhile.

"With home-owners, we sometimes permit them to rent a tool on trial to gain confidence, and then apply the rental charge on the purchase of a new tool. With contractors, we loan them a rental tool until we can get delivery on an out-of-stock model they want

Stock the Fishing Tackle
Your Customers Want . . .

the fast-selling lines you'll find at King's!



SEE YOUR
KING HARDWARE SALESMAN
OR WRITE TO . . .

KING HARDWARE COMPANY
490-510 MARIETTA ST., N. W., ATLANTA 3, GA.



Greenlee Chisels make lasting customers for you!

When you sell a GREENLEE chisel, you are selling the means to fine workmanship and *sure satisfaction*. Each GREENLEE chisel is of highest quality . . . carefully balanced . . . blade is selected tool steel that long retains its fine-cutting edge. Attractive green plastic handle provides comfortable, sure grip. Available in Socket Butt, Socket Firmer, and Tang Butt types. Sell them in sets shown below for extra volume! Stocked by leading wholesalers. Write for complete information.



Sets of four GREENLEE chisels in hard-wood cases.



Sets of three chisels in metal-edge fibre-board boxes.



Sets of six or nine chisels in attractive plastic rolls.



GREENLEE TOOL CO., 1826 Herbert Ave., Rockford, Illinois

to buy from the catalog. Contractors rarely need demonstrations, but from 25 to 50% of hobbyists insist on it. We use rental tools on the bench in the repair department for this.

"The idea is to size up every buyer individually and discuss the tool from his angle. Get the tool into his hands as soon as possible. Accessories should not be plugged usually until the basic tool deal is closed, though the customer should be fully equipped for the job he has in mind. Get him over the price hurdle of the basic tool and other sales will develop later.

"It's a good idea to keep on hand some small models of woodwork that can be built by the beginner. We built a series of 4-tiered display cases for our own use, of varnished plywood and small galvanized pipe.

"The plan of getting the prospect to nibble at cheap or used tools in a bargain display near the main display, in order to step him up gradually to better items, really works. A local retailer had overstocked on cheaper tools. He stacked them on a bargain table at cost or below and marked it 'Sacrifice Sale!'. Hundreds of prospects were lured in by his ads, looked at the cheap tools and then bought good ones. Similarly, if a man who is 'just looking' can be induced to make the minor decision of what sort of tool he'd want if he should ever want to buy, the major decision to purchase often follows.

The company budgets power tools and other goods over a 90-day payment period or longer when justified — in this they are aided by a credit plan made available by a local bank. Credit selling is a necessary part of this big-ticket business. Fifty percent of the power tools sold are bought on credit and there is little trouble over collections, which along with routine payments, are handled by the bank. However, when a tool is repossessed, it fits nicely into Mercer's stock of rental and used units.

The rapid increase in tool volume has been accomplished mostly by boosting sales to home-owners.

Terry states that, "We find there is a terrific potential in power tools among small home-owners and other amateurs. Women like to get household jobs done and are in favor of anything that keeps their men home and saves money too. And we're sure, from watching them, that most men have a

dormant interest in tools. It has been brought into the open partly because of high labor costs, and also because they enjoy the relaxation of building things with their own hands. After an amateur has done one good repair job, or built one useful object, he becomes a walking advertisement for power tools.

"We know from experience that the average prospect who comes into our store and looks seriously at the display is half sold already. It is up to us to sell him. The potential is there!"

"In Our Town— It's Our Store"

(Continued from page 40)

The food plan is simple but intensely effective in selling home freezers. In fact, Avery believes that it would be impossible to build up a really large freezer business without an accompanying food plan with which to merchandise the freezers.

Freezers are priced, retail, from \$279.95 for the smallest unit to \$599.95 for the 18 cubic foot model. The company has sold more of the latter than all other models combined.

A buyer of the 18 cubic foot model is entitled to add \$150 worth of food to his purchase, running the total price, plus carrying charges, to around \$800. Purchasers of the smallest model are entitled to buy up to \$100 worth of food on the company's food plan.

Cost of the food is carried on the same note with the freezer paper, but the food must be paid for in six months, which means that the average customer's payments for the first six months are about twice as much as the remaining payments. An average deal calls for payments of \$50 a month for six months, then \$25 per month until the note is retired.

The company collects a minimum of 10 percent of the total price of the freezer and the food, at time of sale.

When a customer buys a freezer, he receives a food card, bearing a serial number, which is registered by the company. This card entitles the customer to continue to purchase frozen foods through the company at a reasonable saving. The company does not aim to make a profit on the food, but a margin of about one percent is added for protection against fluctuating

ALWAYS LOOK TO...

MIDWEST

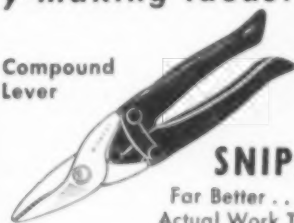
for money-making ideas!



SNIPS

Guaranteed More
Work With
Less Fatigue

Compound
Lever



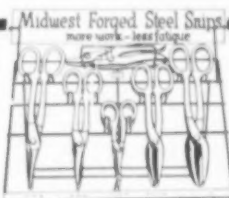
SNIPS

Far Better... By
Actual Work Tests



PROFESSIONAL PRUNING SHEARS

Fully Hot Forged Pass Thru
and Anvil Types



FREE Money Making Display
Rack, No Charge With 12 Pop-
ular Snips, Retailing at \$23.00.

Call your wholesaler - or write

MIDWEST

Tool and Cutlery Co., Sturgis, Michigan

MAKE THIS YOUR BEST YEAR!

**STOCK
Fast-Selling...**



**Economical!
Proven in Use!
The Preferred
Thinner!**

Painters and home-owners prefer safe, sure Tandrotine for thinning paint, enamel, or varnish. Long leveling. High flash point. Promotes even flow. Slow drying. Has a pleasant odor.

Tandrotine is also superior for many other uses such as cleaning brushes and removing grease and wax.

Stock up now and enjoy more sales, extra profits.

Order from your jobber.

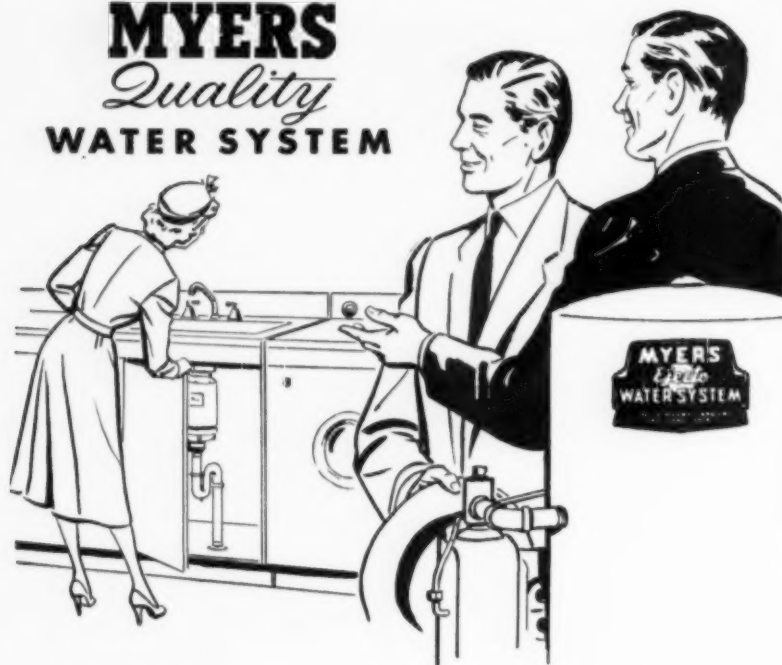
Gallons
Quarts, Pints
Half-Pints



T&R
TURPENTINE & ROSIN FACTORS, INC.
SAVANNAH, GA. • EL PASO, TEX.

You Create New Appliance Prospects When You Sell a

MYERS *Quality* WATER SYSTEM



Look around for other profitable sales possibilities when you install a new Myers Water System. It provides the water capacity and pressure necessary to the efficient operation of many of today's wonder appliances—automatic laundries, dishwashers, food waste disposers, water softeners and automatic hot water heaters. The tie-in sale of any one of these big-ticket items returns extra sales dollars with a minimum of sales expense.

A new Myers Water System with ample capacity for the future opens the way to home improvements and expansion, too. An extra bathroom or a kitchen modernization project offers a chance to sell new fixtures and plumbing supplies—all plus sales for you.

GET IN TOUCH WITH YOUR MYERS DISTRIBUTOR

He will help you set up an aggressive full-line Myers sales program and plan for extra plus-profit sales in allied lines. Doing business with him is good business.



MYERS WATER SYSTEMS

THE F. E. MYERS & BRO. CO.

Ashland, Ohio



prices.

The company deals with three local frozen food distributors, but in furnishing meats to its customers, it is able to deliver all kinds of meats at prices below frozen food distributor prices by purchasing beef and pork at slaughter houses. By buying beef in halves or even quarters and having it processed and frozen at local freezing plants, the company is able to save two cents or more on most meats. The charge for processing, wrapping and freezing at local freezers is six cents per pound. This saving goes on to the customer, adding stronger sales argument for the food plan and the freezers.

The company keeps a supply of meats at the various frozen food distributors, so that any freezer customer may buy the meats at any time, along with his orders for other frozen foods—at the savings provided by the company's method of purchasing.

Ties Them to Store

After the original purchase of frozen foods at time of buying the freezer, the customer may buy additional foods under the plan, if he buys as much as \$25 worth at a time. He may buy this directly from any of the three local frozen food distributors by presenting his food plan card, or he may come to the hardware store and ask a member of the firm to order the food for him.

"Although it is a little less trouble to us for customers to go directly to the food distributors for their reorders, we really encourage them to come to the store," Avery says. "That increases store traffic which means additional business for other departments. Bringing 200 people into the store each month who probably wouldn't come except to order their foods means a lot to a store trying to do more business with housewives."

The company purposely has all monthly payments made at the store for the same reason. The more a person comes into the store, regardless of the purpose of his visit, the more likely he is to buy more and more of his hardware and appliance needs in the store.

Freezer owners are particularly attracted to frozen food supplies. There is a display of paper, cartons and packaging materials of all kinds where everyone entering the store sees it.

The company employs an aver-

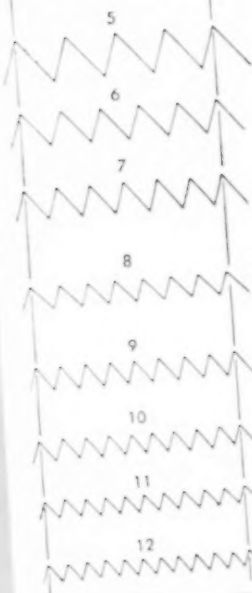
SALES BOOSTING CHART

SUGGESTED FILES for VARIOUS SAWS

NUMBER OF SAW
POINTS PER INCH

RECOMMENDED
FILE TO USE

← ONE INCH →



7" REGULAR TAPER

7" OR 8" SLIM TAPER

6" OR 7" SLIM TAPER

{ 6" SLIM TAPER OR
7" EXTRA SLIM TAPER OR
8" DOUBLE EXTRA SLIM TAPER

{ 6" EXTRA SLIM TAPER OR
7" DOUBLE EXTRA SLIM TAPER

5" OR 6" EXTRA SLIM TAPER

{ 5" EXTRA SLIM TAPER OR
6" DOUBLE EXTRA SLIM TAPER

{ 5" EXTRA SLIM TAPER

APPROXIMATE SIZES OF HAND SAW FILES

	5"	6"	7"	8"
Taper			$1\frac{7}{32}"$ 7"	
Slim Taper		$1\frac{11}{32}"$ 6"	$1\frac{13}{32}"$ 7"	$1\frac{15}{32}"$ 8"
Extra Slim Taper	$1\frac{15}{64}"$ 5"	$\frac{9}{32}"$ 6"	$\frac{5}{16}"$ 7"	
Double Extra Slim Taper		$\frac{7}{32}"$ 6"	$\frac{1}{8}"$ 7"	$\frac{5}{16}"$ 8"

NICHOLSON FILE COMPANY • PROVIDENCE, R. I.



Having this handy Chart right alongside your counter assortment of saw and other files will help you increase sales very substantially . . . and save you a lot of time as well. It enables you and the customer to decide quickly on *The right file for the job*. It also encourages the customer to take along some additional files "while he's about it."

The sizes and shapes charted are made for both sharpening and reshaping worn teeth of handsaws and other saws having 60° or wider tooth angle.

Get this chart from your wholesaler

He'll also gladly help you make up an assortment of files most suitable for your trading area. And with Black Diamond the brand, you're all set with the best known files in the South.

FREE—"FILE PHILOSOPHY" An information packed 48-page illustrated book on kinds, use and care of files. Every member of your sales staff should read it. Send for a copy.

NICHOLSON FILE COMPANY

16 Acorn St., Providence 1, R.I.

(In Canada: Nicholson File Company of Canada Ltd., Port Hope, Ontario)



BLACK DIAMOND FILES FOR EVERY PURPOSE

age of four outside salesmen. By purchasing freezers in carload lots, the company is able to pay its salesmen 10 percent commission.

Most leads come from customers. The company makes sure that each customer is enthusiastic about her freezer—a man goes out when the unit is delivered not only to see that it is working properly but to instruct the housewife in its use.

"It is highly important that a user who has not owned a freezer before know what it will do and not do and how to take care of it," Avery says.

The company holds "schools" three mornings a week to talk over freezer business with the salesmen. Salesmen exchange experiences, discuss objections they have encountered, talk over new models.

Each salesman is a local man and owns a freezer. He uses his own home to demonstrate freezers to prospects, thus cutting down the demand for demonstrations in the prospect's own home. That means the salesmen do a lot of work at night. However, Avery points out, it usually is necessary to talk to both husband and wife in making

a sale as large as that involved in a freezer and a stock of food.

Although the company displays two units on the main floor of the store, the freezer department proper is in the basement, where a mass display creates a good impression. The department is lined with "talking" cards, featuring savings to be gained by the use of a freezer.

Another Advantage

"Another thing that the food plan-freezer business has done for us," Avery points out, "is that by the strictness of the bank in granting credit, we have been able to line up more than 200 better-than-average credit customers. After any one of them has made a few payments on his freezer without default we feel perfectly safe in selling him anything else in the store on credit. All he has to do is give his food plan number."

Of the more than 200 sales the company has made, it has had to repossess only four units. Enough was paid on all these to avoid loss by the company.

Pipe Threading Service Sells Plumbing Supplies

(Continued from page 41)

ing new customers into the store which in turn caused a notable increase in general sales.

A systematic program of advertising one day a week in the daily newspaper had already been put into practice before the pipe threading machine was installed. Without any additional advertising expense the advantages claimed by the machine's manufacturer for machine cut threads were passed on to prospective customers through the medium of these spot ads.

According to Bernard E. Heidelberg, operating manager of the store since Mr. Klingenberg's death, the gross sales in pipe, fittings, and water heaters, for last year was more than \$4,000.

To fully realize the significance of this volume, it must be remembered that there is no store display of water heaters. They, and the stock of pipe are housed in an adjacent garage building to which the customer has access only by request. Heidelberg, and his as-



TRIG-O-MATIC

Just 1 hand operates this amazing Wrench!

With the ONLY Instant, Speed Action "Fractional," Ratchet-Action, Non-Slip Grip that insures safety! TRIG-O-MATIC'S "automatic eye" adjustment control assures positive, easy, non-slip 1-Hand operation...It automatically grips and releases on pipes, nuts, and fittings.

Here's the first real development in wrench history. An amazing wrench that's made for efficient 1-Hand operation—eliminating clumsy 2-Hand fumbling. Exclusive, self-adjusting Trigger adjustment requires only one hand on the handle to set and release jaws. A Time Saver! Ideal for work in cramped quarters!

LONG ECONOMIC SERVICE assured. Made of forged alloy steel—exactly machined—excellently and attractively finished. The induction heat treated JAWS are easily REPLACEABLE whenever present ones become worn...thus, assuring longer, more economical use. Each wrench is "Envelope packed" for protection and convenience.

RESPONSIBLE DISTRIBUTORS WANTED! We solicit your inquiries.

Trigger ON—Trigger OFF—No knurls to fumble with!

- 1 hand on handle sets and releases jaw grip—no knurls to fumble with.
- Bull-dog teeth that "bite-in" and HOLD!
- Will not strip off galvanized pipe.
- Replaceable jaws insure life-time use.
- Now available in 3 Popular Sizes:
 - 9" opens 1/4" to 1 1/4"
 - 12" opens 1/2" to 1 3/4"
 - 15" opens 3/4" to 2 1/4"

Larger sizes will be available

TOOL CORPORATION
Attn: DEPT. F
105 WEST MONROE STREET
CHICAGO 3, ILLINOIS

This is an introductory item of TRIG-O-MATIC's line of distinctively different, economical Industrial Hand Tools which will be exhibited at **THE NATIONAL HARDWARE SHOW** Oct. 11-13 Navy Pier, Chicago BOOTH NO. 323—North Hall



No gauze jacket to rip, strip or puncture with the "RED HEAD" WELL POINT

The "Red Head" drive point for tubular and drive wells lasts longer and can't clog because it's made by an entirely different principle. It has a continuous V-shaped inlet slot and a direct waterway—with no pipe base! There's several times more opening for water and no gauze screen to clog up or rip away.

Welded from top to bottom into one solid unit, the "Red Head" is made of low-carbon steel, double galvanized. It can be driven as hard as necessary under all normal conditions.

Since it's used both as a flush point and drive point, there is no necessity for carrying duplicate stocks. Available in 1 1/4" and 2" sizes and ... priced to meet competition.



Ask your jobber, or write for bulletin

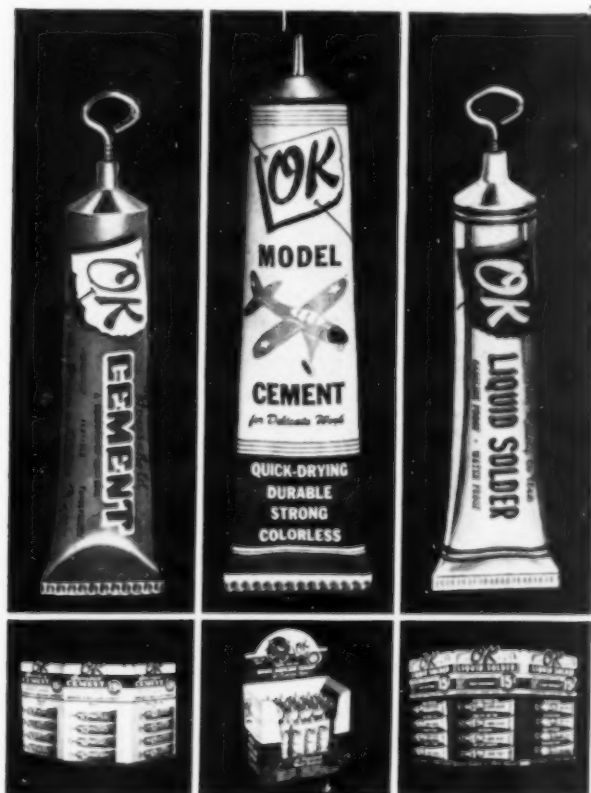
EDWARD E. JOHNSON, Inc.
ST. PAUL 14, MINNESOTA

WELL SCREEN SPECIALISTS SINCE 1904

OK for top profit for top quality 15¢ ADHESIVES

...they meet a million needs!

Favorites with millions — because OK 15¢ Adhesives are tops in quality! Finest raw materials, continuous quality control assures consumer satisfaction, quick repeat sales. OK Adhesives bring you top markup, top turnover. Colorful tubes, compact displays do the selling job for you — in fewest counter inches.



OK HOUSEHOLD CEMENT assures permanent bond to glass, china, fabrics, plastic, wood, leather. Crystal-clear, all-purpose sure-holding cement.

No. 1297 — Colorful, 3-wing counter display, 10" high, 18" wide, 12 on card. No. 95 — On 3½" x 5¼" card, 1 on card. No. 5 — OK Cement, uncarded, 1 gross, loose.

OK MODEL CEMENT specially developed for model builders, hobbyists, craftsmen. Quick-drying, fast-and-sure setting, crystal-clear. Jumbo size tube with nozzle tip.

No. 1298 — In eye-catching display carton 7" wide, 7" high, 2 doz. per box. No. 8 — Model Cement, bulk, 1 gross, loose.

OK LIQUID SOLDER repairs leaks in plumbing, radiators, tanks. Makes speedy powerful bond to metals, wood, glass, tile, etc. Water-proof, gasoline-proof, quick-drying. No heat necessary. Lasts indefinitely.

No. 1296 — Colorful 3-wing counter display, 10" high, 18" wide, 12 on card. No. 94 — On 3½" x 5¼" card, 1 on card. No. 4 — OK Solder, uncarded, 1 gross, loose.

write today for details, samples

TIP-TOP PRODUCTS CO • OMAHA 2, NEBR.

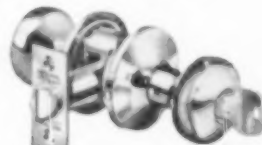
NATIONAL LOCK HARDWARE...

exactly what your
customers want



FORGED IRON HARDWARE

Dead Black, Old Copper, Old Brass ... beautiful on both natural and painted surfaces. Traditional charm.



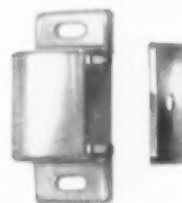
NATIONAL LOCK set

Series "440" ... Series "410" ... two great lock-set lines. Smartly designed ... ruggedly built ... fast and easy to install.



BUTT HINGES

Round and square cornered, regular and template. All standard finishes. Button tip with loose pins.



MAGNETIC CATCH

Small, compact. Has extra pulling power, positive action. Silent. No moving parts. Easy to install.

Cabinet Hardware, Concave Knobs, Brass Hardware, Furniture Trim, Forged Iron Hardware, Small Builders Hardware, Butts, Hinges

ALL
HANDSOMELY
PACKAGED
IN



"Select-a-Pak" SLIDE BOXES

Cash in on the many advantages of this popular slide box with clear acetate cover. Inviting appearance. Customer self service. Saving of sales time. Ease of stock control. Many others. Ask, too, about the new profit-building NATIONAL LOCK Counter Displays. Write us today for illustrated price list.

DISTINCTIVE HARDWARE...ALL FROM 1 SOURCE

NATIONAL LOCK COMPANY
Rockford, Illinois
Merchant Sales Division





Shelf Hardware by MCKINNEY

FOR THE SHELF

McKinney "New Look" Illustrated Labels
for easy finding.

FOR THE COUNTER

McKinney "New Look" Illustrated Envelopes
for easy pick-up sales.

MCKINNEY

Quality Hinges Since 1865

MCKINNEY MANUFACTURING COMPANY
1716 Liverpool Street, Pittsburgh 33, Pa.



sistant, Link Andrews, occasionally prepare window displays which appeal to the public's curiosity. Fantastic creations are made by coupling odd lengths of pipe, nipples, and fittings together to form a freakish, meaningless design. The creation is a monstrosity, says Heidelberg, but the public remembers where they saw it and that it was made of pipe and pipe fittings.

Spot Ads

The spot ads in the daily newspaper are used as the principal means of promoting water heaters. This occasional spot is a part of the original advertising program. Every opportunity offered by the water heater distributor, for co-operative advertising also is used to good advantage.

In the final analysis, however, Heidelberg is of the opinion that customer good will, encouraged by the improved pipe cutting and threading service, has been the instrumental factor which has led to the increased sale of water heaters and additional pipe fittings.

Do-It-Yourself Show Packs 'Em In

(Continued from page 42)

Exhibit space was about equally divided between retailers, distributors and manufacturers, with the latter frequently cooperating with retailers by supplying representatives to answer questions and give demonstrations in dealer booths.

Action displays and group demonstrations of tools, materials and techniques were particularly effective. Thousands of pieces of trade literature were distributed, these being imprinted with dealers' names. Many of these contained inquiry cards to be filled in by interested prospects.

Numerous participants in the show planned to follow up interest generated by the event with weekly advertising on TV, radio and in newspapers.

Sales Good

On-the-spot sales were enough to encourage any retailer on the value of the promotional event. One dealer for example sold 30 of a new model power tool that retails for \$269.50.

Retailers participating in the show generally emphasized the importance of having some definite

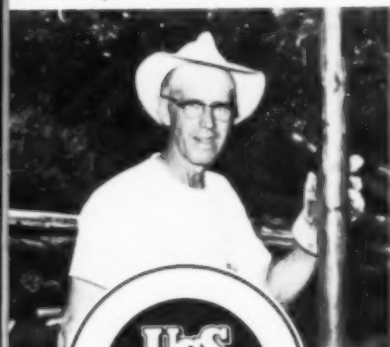
Like C. A. Porter Post & Pole Yard, Ponca City, Okla. . . .

You can build an entire business specializing in pressure-creosoted products



EXTENSIVE stocks of pressure-creosoted fence posts are maintained at all times at the C. A. Porter Post & Pole Yard, Ponca City, Okla.

MR. PORTER displays a sample post at his yard, located on a two-acre tract on a major highway north of Ponca City.



SIXTEEN years ago, C. A. Porter of Ponca City, Okla., foresaw a big demand for pressure-creosoted fence posts and other pressure-creosoted lumber. He didn't just take them on as a sideline . . . he built his whole business around pressure-creosoted products.

Today, 65 to 70 per cent of the dollar volume of the C. A. Porter Post & Pole Yard is in pressure-treated items. And much of the remainder is related selling, such as wire, nails and corrugated siding.

Pressure-creosoted fence posts are the major item in Mr. Porter's line. He handles them in 50 sizes and lengths and

farmers and ranchers have been thoroughly sold on their long life and other advantages.

Much of the creosoted lumber is sold along with posts to make corrals, loading chutes and scale platforms.

Mr. Porter advertises pressure-creosoted products extensively, through newspapers in the area served by the C. A. Porter Post & Pole Yard, as well as through the Ponca City radio station. As a result of this promotion, farmers and ranchers in North Central Oklahoma know his line and his location and bring their business to him.



There's profit for you in pressure-creosoted wood

Hardware dealers, lumber dealers and building supply houses all over the country are cashing in on the demand for pressure-creosoted wood products. If you'd like more information, send in the self-mailing card on this page. But first, turn the page to see the merchandising help available to you.

MAIL THIS CARD TODAY—NO STAMP NEEDED

United States Steel Corporation
Room 4392, 525 William Penn Place
Pittsburgh 30, Pennsylvania

I'm interested in handling pressure-creosoted fence posts. Please send me more information and put me in touch with pressure-treaters who produce this product. And include a copy of your new guide, "Fences That Pay."

Name

Address

City

State

UNITED STATES STEEL OFFERS YOU

powerful merchandising help



"I expect my Pressure-Creosoted Fence Posts to last a good twenty years"

**SAYS Ben Catalina of
Clarksdale, Mississippi**



"Last year I used pressure-creosoted posts to fence in my pasture land. I haven't had to replace any of the posts, and I expect them to last for a good long time. I also used pressure-creosoted wood to make repairs in my barn and to put up a shelter over the water trough."

WHERE WOOD IS USED IN FARM CONSTRUCTION, BE SURE IT'S PRESSURE-CREOSOTED

SAVES YOU LABOR—Pressure-creosoted posts and poles are straight, smooth, easy to set. And they're available in sizes of various lengths and dimensions so that, whether you want pressure-creosoted wood for fences, pole barns, corrals, or any other type of farm building, you'll find a size that fits your needs exactly.

which have required almost no maintenance to keep them in good shape for forty or more years.

SAVES YOU TIME—Pressure-creosoted wood construction is trouble-free construction. Many farmers tell about installations of pressure-creosoted wood

SAVES YOU MONEY—Because it's so resistant to termites, fungi, dry rot, and other agents of wood destruction, pressure-creosoted wood lasts up to seven times as long as untreated wood. No more continual replacement of fence posts, no more continual repair of rotted buildings. Think how much actual cash this can save you over a period of years!

U-S-S CREOSOTE CONTAINS OVER 150 CHEMICAL COMPOUNDS

You can be sure of dependable service when you order wood posts and poles which have been pressure-treated with U-S-S Creosote, a quality product of the United States Steel Corporation. For the name of your local dealer, mail the coupon. We'll also send you informative literature on how you can save money with pressure-creosoted wood construction.



UNITED STATES STEEL CORPORATION
525 William Penn Place • Pittsburgh 30, Pa.

Agricultural Extension Section
United States Steel Corporation
Room 4270, 525 William Penn Place
Pittsburgh 30, Pa.

Please send me your booklet, "Fences that pay," describing the use of pressure-creosoted wood for construction.

I would like to know the name of my nearest source of pressure-creosoted wood.

Name _____
Address _____ Town _____
County _____ State _____



United States Steel is a major producer of Creosote used by many producers of pressure-creosoted wood products. To help you build a steady volume on these products, we maintain an advertising and promotion program that sells your farmer-customers on the advantages of pressure-creosoted wood.

Advertising in leading state and regional farm papers tells the story of the long life of pressure-creosoted wood in terms of actual experiences of actual users. A free fence construction guide has been prepared for distribution to your customers. And advertising mats are available for your own use.

MAIL THE CARD BELOW

We will put you in touch with pressure-treaters in your area who can supply you with pressure-creosoted wood. Get the facts today on this profitable line.

FIRST CLASS

Permit No. 3117
(SEC. 34.9 P.L. & R.)
Pittsburgh, Pa.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in the United States

— POSTAGE WILL BE PAID BY —

UNITED STATES STEEL
Room 4392 525 William Penn Place
Pittsburgh 30, Pennsylvania

**You've heard about them!
You've read about them!**

We sell them!
PRESSURE-CREOSOTED fence posts

• You've heard about pressure-creosoted posts from your neighbors... you've read about them in leading farm magazines. Pressure-creosoted posts mean fewer posts to buy over the years... less labor in setting and resetting... longer life from the fencing itself.

Why are pressure-creosoted posts your best buy? Because they are the engineered products of modern wood treating plants. Just the right amount of Creosote Oil is forced deep into the wood to give it the longest possible life. There's no guesswork involved.

Over the years, you'll find pressure-creosoted posts cost you far less than any other wood post you can use. Come in and get prices and other information today.

Over the years, you'll find pressure-creosoted posts cost you far less than any other wood post you can use. Come in and get prices and other information today.

Your headquarters for PRESSURE-CREOSOTED posts

DEALER SIGNATURE _____

plan for obtaining prospects' names so that literature and other promotional material may be sent to the prospect as a follow-up.

Hardware wholesalers participating in the show included: A. N. Brady Wholesale Hardware Co., Railey-Milam, Inc., and Frank T. Budge Co.

HARDWARE

INDUSTRY NEWS

(Continued from page 30)

W. L. Schultz, Retired Hamilton V-P, Passes

WILLIAM L. SCHULTZ, retired vice-president and general manager of Hamilton Metal Products Co., Hamilton, Ohio, died April 8, following a long illness. He was 63 years old.

"Will", as he was known to his many friends, was associated with the metal box business for more than 40 years. He joined the Ham-

ilton firm in 1948 and retired in 1953. Previously he was vice-president of Stratton-Terstegge Co., of Louisville, Ky., also in the tackle box business.

Surviving are his wife, a daughter and two grandchildren.

Bridgeport Brass Names Four Additional Agents

FOUR ADDITIONAL agents have been appointed by Bridgeport Brass Co., of Bridgeport, Conn., to handle the company's line of "Aer*a*sol" products. They are as follows: Virginia Brokerage Co., Roanoke, Va.; Common & Co., Inc., Jacksonville, Fla.; John Salzer & Co., Tampa, Fla.; and David M. Miller Co., Scranton, Pa.

Solomon Appointed to Major Appliance Post

THE APPOINTMENT of E. K. Solomon as southeastern regional sales promotion manager for major appliances is announced by M. E.

Lanning, regional manager of major appliances, Westinghouse Electric Appliance Division, Atlanta, Georgia.

The appointment of Solomon to his new post, said Lanning, is a part of the appliance division's realignment of its field organization. Prior to this time, Solomon has been district sales promotion manager for all Westinghouse appliances. In his new regional post, he will concentrate his activities on major appliances.

Associated with Westinghouse since 1934, Solomon was for 13 years a salesman for the Westinghouse Electric Supply Co. in North and South Carolina. In June 1947, he was appointed district sales promotion manager for the Supply Co., with his district headquarters in Charlotte, N. C. He assumed the post of district sales promotion manager for electric appliances in Atlanta in 1950.

Born in Troy, Alabama, Solomon attended State Teachers College there and also attended the University of Alabama at Tuscaloosa. He currently resides in Atlanta, Georgia.

NEW

A NEW PRODUCT • A NEW DESIGN • A NEW SALES BUILDER

Pachmayr

SLIP-ON

RECOIL PAD

FITS SHOTGUN OR RIFLE STOCKS

Every Gun Owner is Your Prospect... for this new natural rubber slip-on recoil absorber. This high quality product is made in three sizes (small, medium, large) and in red or gunstock brown rubber.

\$175

Retail

Available now, through Sporting Goods Jobbers. Manufactured by Pachmayr... for over 70 years a name famous among Shooters everywhere. Makers of permanently installed recoil pads...Lo-Swing Scope Mounts...POWER-PAC shot control and other gun and shooters' accessories.



EXCLUSIVE

Absorption Baffle Design

AIR POCKETS ACT AS SHOCK ABSORBER



As the gun recoils, air is trapped in the cells formed by rubber baffles, is compressed and thereby removes much of the energy or recoil... just like a Pneumatic Shock Absorber.

Live rubber ribs give an even distribution of recoil force over the entire butt of the pad, provide a resistance to recoil force and serve to act as baffles to trap air in separate air cells. The result is a dampening action that gives the shooter a feeling of gun push rather than a sharp blow.

Ribs in the Pachmayr Slip-On pad are slanted to keep the gun from slipping when it recoils, making for more accurate shooting and greater comfort.

LIVE RUBBER RIBS CUSHION RECOIL

RIBS SLANTED TO KEEP GUN POSITIONED

PACHMAYR GUN WORKS, INC.

1220 SOUTH GRAND AVENUE, LOS ANGELES 15, CALIFORNIA

Georgia-Florida Meeting

(Continued from page 46)

W. Brady, Jr., Miami, as its president. Stanley Bumby, Orlando, will serve as vice-president. Directors are: R. B. Bronson, Eustis; Robert J. McCann, Fort Lauderdale; T. R. Hodges, Monticello, and Paul Franklin, Fort Myers.

W. W. Howell, Waycross, Georgia will continue as secretary of both associations.

HARDWARE

BUSINESS TRENDS

(Continued from page 16)

New Increase in Personal Savings

PERSONAL SAVINGS in the first quarter of 1954 rose slightly above the corresponding period of 1953. In the first quarter of 1954 savings were 7.7 percent of disposable income as against 7.2 percent in the 1953 period.

Liquid assets of individuals on December 31, 1953 totaled 238 billion dollars, an increase of 10 billion from a year earlier.

According to the Federal Reserve Survey of Consumer Finances in early 1954, the proportion of consumers who reported owning more than 500 dollars of liquid assets was larger than that shown by any survey in recent years.

Small Decline in Cotton Consumption

CONSUMPTION of cotton by domestic mills has been running below a year earlier so far in 1953-54. Total consumption for the year is expected to be about 8.8 million bales compared with 9.5 million in 1952-53. The decline is being caused largely by smaller exports of cotton textiles, smaller purchases of cotton textiles by the military forces and some substitution of synthetic fibers for cotton.

The average of Middling 15/16 inch cotton on April 15 was 34.12 cents per pound. This compares with 32.99 cents a year earlier and a March average of 34.23 cents.

Unemployment Below Post-War Peak

DESPITE THE FACT that unemployment increased rapidly in the first three months of this year, averaging 3.5 million in the January-March period, there is little cause for pessimism.

This was 5.5 percent of the civilian labor force, but still was below the 7.6 percent of the labor force in February 1950 when a post-war high of 4.7 million workers were unemployed.

Small Drop in Retail Sales in First Quarter

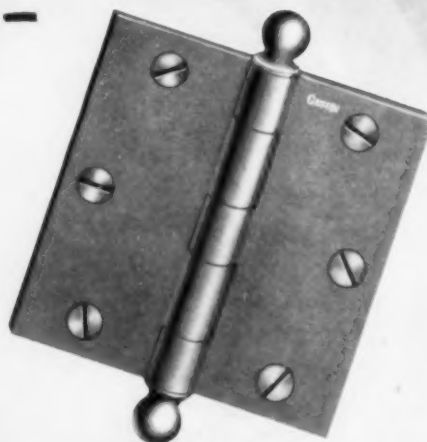
TOTAL RETAIL sales in the first quarter of 1954 averaged about five percent under the peak of the previous year. Total retail sales reached a high in February 1953, held up well until July then declined.

Retail sales of durables in the first three months of this year were down 11 percent from the second quarter of 1953 due, for the most part, to a decline in automobile sales.

The customer is Right - when he asks for... GRIFFIN HINGES

When your customer asks for hinges—sell him the best—sell him Griffin. And when he asks for Griffin by name, you can be sure he's right. He has probably used them before and knows that the Griffin line of fine builders' hardware is a quality line... finest materials, expert craftsmanship, carefully finished and packaged.

The Griffin line is fast moving—bringing you greater volume and more profit.



GRIFFIN

Every DOOR NEEDS THREE
MANUFACTURING COMPANY

ERIE • PENNSYLVANIA REPRESENTATIVES

WILBUR H. DAVIS
1639 W. Fargo Avenue
Chicago 26, Illinois
GEORGE A. GREGG
17134-6 Wyoming Avenue
Detroit 21, Michigan
AUSTIN & EDDY INC.
115 Broad Street
Boston, Massachusetts

CHARLES L. LEWIS
1355 Market Street
San Francisco 3, Calif.
WALTER S. JOHNSON & SONS
917 St. Charles Avenue
Atlanta, Georgia
E. H. FARRAR
6637 Golf Drive
Dallas 5, Texas

R. F. BEVERS
4524 East 60th Street
Seattle, Washington
L. G. FULLER, JR.
644 Wellington Road
Jackson 6, Mississippi
HARVEY D. RUSH & SONS
4638 Nichols Parkway
Kansas City, Missouri

H. C. GLOVER
2611 Garrison Blvd.
Baltimore 16, Maryland
ROY L. ROGERS
1620 Garfield Street
Denver 6, Colorado
W. C. MEIBAUM & CO.
6954 Oleatha Avenue
St. Louis 9, Missouri

THE B. S. ALDER COMPANY
45 Warren Street
New York 7, N.Y.



MINNOW BUCKETS



FULL FLOTE

Two-piece construction . . . full floating. Galvanized . . . perforated insert.

610

LONG LIFE

Non-Floating . . . two-piece construction . . . perforated insert. Galvanized or Tern Plate.



1080-G



MINNOW BREATHER

Galvanized . . . perforated bucket with hinged cover and snap lid. Insert of white sulphite pulp.

990

MINNOW BUCKET Chain

42-inch chain . . . tight butted link . . . cadmium plated with swivel snap and ring.



C-42

FRABILL Manufacturing Co.

234 W. Florida St., Milwaukee 5, Wis.

You are in business to make money. You may be a jobber, you may be a dealer, you may be a manufacturer, but whoever you are, you're in business to make money. We all know that there are different ways to make a buck. It can be a fast buck, slow buck, an honest buck or a sly buck; sometimes it's easy, sometimes it's hard. The very fact that you're reading this ad means you are looking for help . . . help to make more money.

Now almost any story you read will come to the point of proving that the best buck is an honest one that didn't come too easy. And, that is just the kind of buck GRIFFIN would like to help you make.

To keep on making money, your customers have to keep coming back for more. So, if you're on the ball, you'll stock merchandise that practically guarantees a return bout. And, Mister, when it comes to BLADES . . . like hack saw blades, band saw blades, coping saw blades, scroll saw blades, etc., you can't stock better stuff than GRIFFIN.

If you're interested just write to our national sales agents, John H. Graham & Co. Inc., 105 Duane Street, New York 8, New York.

Sincerely,

Griffin

G. W. GRIFFIN CO. • FRANKLIN, NEW HAMPSHIRE

HARDWARE

NEW PRODUCTS

AND SALES PROMOTION AIDS

New Display Stand

A complete line of Mike twine and cordage is being presented by the manufacturers in a printed corrugated floor display.

Almost four feet high, this stand has five shelves with dividers, making 10 display compartments. White on the outside with blue bins, the



stand is printed additionally in red and blue. The manufacturers state that the twine and cord products are within easy reach for self service.

Cleveland Mills Co.
Lawndale, N. C.

Shingle n' Shake Paint

In introducing a new "breather" type house paint, Shingle n' Shake paint, for use on all rough exterior surfaces such as shingles, shakes, rough-sawed siding, and asbestos shingles, the manufacturers state that it is an excellent finish for brick, cement and stucco surfaces as well.

Alkyd reinforced, it dries to a flat finish of a durable nature, and is produced in a range of style-tested colors. The paint may be applied with



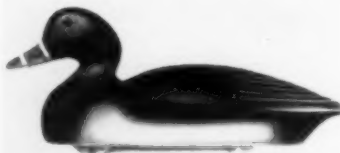
a roller coater as well as with a brush.

This product is backed by a complete advertising and merchandising program prepared especially for dealer use, according to the manufacturers.

Lowe Brothers Co.
Dayton, Ohio

Duck Decoys

A new Ring-Necked duck decoy, sometimes called Ringbill (shown), is announced by the manufacturers as part of the Victor Majestic Standard line. The decoy will be made life-size, of Tenite plastic, finished in authentic non-glare colors, and will have an adjustable, all-position head. Decoys will be packed six to a carton, and shipping weight is eight



pounds per carton.

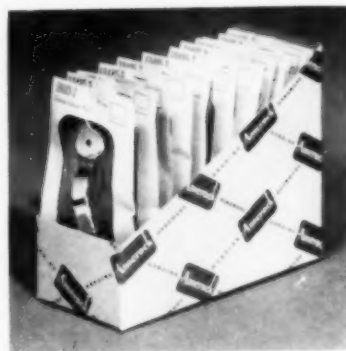
According to the manufacturers, the Victor Wood Decoy will be wearing a new look this year with a Tenite plastic head being used. The new head is adjustable, and detaches for convenient carrying and storage.

Animal Trap Co. of America
Lititz, Pennsylvania

Solid Brass Hardware

A new line of solid brass Colonial Cabinet hardware is available with special quick-service retail packing.

The line includes "H" hinges and door and drawer pulls of polished, solid brass which is protected against tarnish by a heavy, baked-on plastic lacquer. According to the manufacturers, this hardware is 100% rust-proof.



The new type visual packaging is designed especially for fast self-service purchasing by the customer as well as simplified stock handling by the retailer. Each hinge or pull is individually packed in a window envelope that gives full visibility of the unit. One dozen units are packed in a display carton.

Stock is available through Amerock wholesalers.

American Cabinet Hardware Corp.
Rockford, Illinois



MARSHALLTOWN TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA





Wiggling and twisting blades have gone forever. This latest Parker feature—STA-LOK—clamps the blade firmly and straight in line with exactly the amount of tension you desire. You adjust STA-LOK quickly and easily with the fingertips—not pliers, by tightening or loosening the wing nut and the STA-LOK nut.

ONLY PARKER HACK SAWS HAVE THESE SELLING FEATURES

- "Sta-Lok" — ends blade twisting
- "Loc-Klip" — firmly locks the blade in place at the front end
- "Stud-Fast" — patented, forged one-piece blade-holders — no pins to lose
- Forged frame—patented solid one-piece ends

**A
PARKER
EXTRA**



Attractive merchandising card turns every Parker Hack Saw into a self seller. Points out exclusive Parker features. Presents easy-to-follow and complete information on the proper use of a hack saw.

Buy the **Parker** *Line*
PARKER MANUFACTURING CO.
 WORCESTER 1, MASS., U. S. A.

SOUTHERN HARDWARE for JUNE, 1954

You Make a Higher Profit on Every Sale!

... when you sell

Duxbak
 HUNTING & OUTDOOR CLOTHES



Sheds water like a Duck's Back

You earn more money with Duxbak. That's for sure. Duxbak sells at a higher price—therefore, your return is greater.

And Duxbak *does* sell. For half a century now, Duxbak garments have proved that their higher initial outlay pays off in years' longer wear, greater comfort, more lasting protection against wind, water and cold.

It is a fact that Duxbak costs your customers less in the long run. Guides and field-and-stream experts tell them so. Duxbak's broad national advertising tells them so. Logic tells them so. *You* tell them so and you'll make a quick sale!

Outsells because it Outlasts!

For example, Duxbak 04 Coat is made of TWO layers of Duxbak cloth except under the arms. This makes it SIX TIMES more water-resistant than ordinary single-thickness army duck clothes. Special processing provides a tighter weave... strengthens the cloth... helps Duxbak "wear like iron." Even in the sewing—10 heavy-thread stitches per inch—Duxbak tailoring assures longer hard usage.

Complete line includes clothes for every climate and cover... in duck, wool, light-weight Aero and Montana cloth. DUXBAK SELLS DIRECT TO YOU. Mail coupon for dealership facts.



Style 04
Duxbak Coat



Style 71
Trousers



Style F
Hat-Cap

UTICA DUXBAK CORP.

Dept. 23, Utica, N. Y.

Rush full details on your profitable Duxbak dealership.

Name

Address

City Zone State

easy sales



easier repeat sales



when you stock
**VICTOR HACKSAW
BLADES**

Distributors and dealers, for over 50 years, have known Victor Hacksaw Blades as easy blades to sell, easier to re-sell, because quality and consistent advertising have made them the blades consumers want.

There are other reasons why it pays to stock Victor—they're profitable; they cut right, cut fast, cut easily; they're sold only through recognized Distributors.

EXTRA profits with
VICTOR "Molyflex"®
High Speed
Hacksaw Blades

It will pay you and pay your customers to push Victor "Molyflex" High Speed Hacksaw Blades. There's four times the dollar profit in every sale and more than four times the cutting efficiency.

Victor Blades are the popular blades—everywhere. Be sure you are selling them.

3099

VICTOR

SAW WORKS, INC. • MIDDLETOWN, N. Y., U. S. A.
Makers of Hand and Power Hack Saw Blades,
Frames and Metal Cutting Band Saw Blades

Soldering Kit

A soldering kit for the "Do-It-Yourself" customer is announced by the manufacturers who state that it contains everything necessary for soldering of all light work.

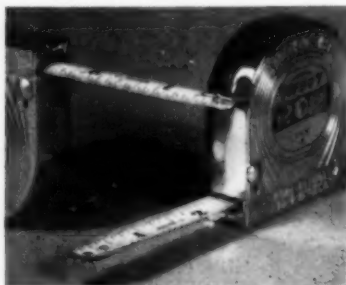
The kit contains a Jackson electric soldering pencil with five interchangeable tips, a stand on which to rest the hot iron when it is laid aside momentarily, and a coil of solder.

The soldering pencil itself, which is seven inches long and weighs six ounces, consumes 25 watts. It is complete with a rubber cord and plug and has a cork-filled composition handle 100 percent air cooled.

Vulcan Electric Co.
Danvers, Mass.

New Tufboy Tape Line

Four new features of the Tufboy steel tape rule are described by the manufacturers as follows: a wedge lock which prevents creep; an increased internal case capacity so that rule length up to 10 feet can be offered without binding or sticking when the entire blade is retracted; a plastic slide bar just inside the case opening which holds the tape out of contact with the metal case and prevents scratching of the reverse-side printing of edging; and the Auto-Tip.



Features retained in the Tufboy include printing or engraving on both sides, the universal replacement blade, a balanced retracting force, the 2-inch inside measurement feature, chrome finish-zinc die cast case, rounded contour, decimal equivalent table printed right on the blade, 1/32 inch graduation for the first six inches of tape graduation, progressive numbering and foot markings.

The new Master Merchant Method of self-selling display is used to encourage impulse buying and attached to each rule is a descriptive sales card. The Tufboy is available in six, eight and 10 foot lengths and with either the white Briteblade or the all metallic satin finish. The retail price range is from \$1.70 to \$2.35.

Master Rule Manufacturing Co., Inc.
Middletown, New York

It's good business
to put this
**NATIONAL
SILENT
SALESMAN**
to work for you

Takes only 1 1/2 square
feet of floor space...

Sells

the
complete
line
of
National
products—

- Thresholds
- Door Sweeps
- Linoleum
Binding
and Edging
- Molding
- Packaged
Weather-
stripping
- Stair Nosing



You'll catch shoppers' eyes and their dollars with this attractive self-service merchandiser. Display it and your normal store traffic will move the line fast, because there's a hundred and one uses in and around the house for National products. They're colorfully packaged, completely machined, and all fastenings are included—ready for simple, speedy installation.

Here's how you profit with
the National "Silent Salesman"

Completely-stocked
display costs you . . . \$ 98.99

Total sale price
of merchandise 155.19

YOUR PROFIT . . . \$ 56.20

Also available with less merchandise at less cost.

ORDER FROM YOUR JOBBER TODAY—
or write us for additional details!



1001 Ridge Avenue Pittsburgh 33, Pa.
P.O. Box 9965

WHAT'S BOOSTING BOKER TREE BRAND?

1. DEPENDABLE QUALITY
2. GENEROUS MARKUPS
3. REASONABLE RETAIL PRICES
4. STRONG NATIONAL ADVERTISING

Four profit-packed reasons why you should stock up on BOKER Tree Brand Cutlery immediately: Quality, markup, and retail pricing that work to your advantage PLUS National Advertising in the Saturday Evening Post, that brings them in asking for BOKER Tree Brand.

WHAT A COMBINATION FOR PROFITS!



POULTRY SHEARS

Full mirror polished stainless steel; no-slip knurled handles. Cuts bones and meat with equal ease. Fast-moving gift item.



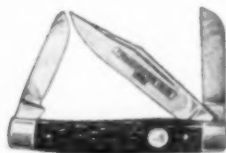
**EASY
PINKING SHEARS**

Removable hollow-ground, precision steel blades. Duraluminum handles. Lightweight, comfort-designed; sell the moment customers pick them up.



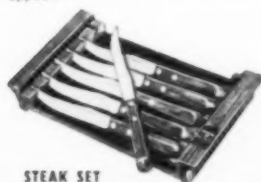
**3-PIECE
SCISSOR SET**

7" light trimmers, 5" sewing scissors, 3 1/2" embroidery scissors, all three pieces nickelplated. Handsome genuine leather case. Great "woman appeal."



POCKET KNIVES

Sell them once and you'll never carry another brand! Fine steel and fine looks in patterns to suit every taste.



STEAK SET

Hollow-ground blades of stainless steel. Pakkawood handles; serrated cutting edge. Women buy them on sight.

A
The Saturday Evening
POST
Recognized
Value



Ask your jobber to show you the
BOKER TREE BRAND LINE
Catalogs Available on Request

H. BOKER & CO., INC.

ESTABLISHED 1837

101 Duane Street New York 7, N. Y.

the electric fence that... **BUMPS 'EM BACK!**



...and you'll make
**\$10¹⁰ PROFIT
PER SALE!**

It's correctly *power engineered* to hold and control all livestock... with just the right "bump" to teach the biggest bull or heaviest hog to stay clear of the fence!

The International "WEED CHOPPER"™ electric fence will really satisfy your customers... not only by its power performance but also because of its unique weed and grass killing action that prevents shorts from this cause... and its efficient operation even when the ground is dry!

Advertised in **PROGRESSIVE FARMER** and **SOUTHERN PLANTER**. Mail coupon today for money-making Dealer sales program.

*TRADEMARK



International "WEED CHOPPER"
ELECTRIC FENCE
(Also Battery Operated and Combination Models)

R. E. ZIMMERMAN & SON • Factory Distributor
P. O. Box 5115, Tate St. Station, 1025 Willowbrook Dr., Greensboro, N. C.
Without obligation, send us complete **DEALER INFORMATION** on International Electric Fences.

Firm _____
Street _____
City _____ Zone _____ State _____
Date _____ Signed by _____

1-654



Dedicated to the Elimination of
Confusion on Automatic-Gas Torches
No. 2 in a Series



MAKE
NO
MISTAKE
PREPO

IS THE SAFEST
AUTOMATIC-GAS TORCH

... now only ... **\$5.95**

Prepo uses a low vapor-pressure fuel.



- So rugged so tough — Always ready to do the job.
- A greater variety of jobs can be done — 3 interchangeable burners, and 3 interchangeable tips. The widest selection in the market.
- A greater volume of heat than any other torch — 6000 B.T.U. per hour at 2570° F.
- Smallest hand torch made — only 1½ pounds — tool box size when completely assembled.
- The only torch that can be used in any position and maintain a uniform flame.
- Prepo Fuel is the most economical automatic-gas fuel sold in disposable tanks.

PREPO CORPORATION
EDGERTON, WISCONSIN

"Pony Pal" Rocking Horse

A new rocking horse, patented as "Pony Pal" is introduced by the manufacturers as an ideal item for one to three year olds.

It has dual springs of heavy spring steel to provide an active trilateral motion. The unit has a seat 7½" x 12½" x 12" high; the head has an overall height of 21½" and the base



is 24" x 12". Seat, base and head are painted in "Ben-Tex" dapple gray; hand and foot rests are in red enamel.

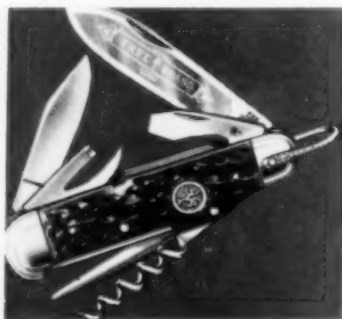
They are packed one to a carton and weigh 8½ pounds.

South Bend Toy Manufacturing Co.
South Bend, Indiana

Sportsman's Knife

The Tree Brand Sportsman's knife # 7593, general utility and outdoor, is being promoted by the manufacturers as "the knife with a hundred uses."

This knife has a large and a small blade, a reamer, cork screw, cap lifter, can opener and screw driver.



Overall length, closed, is 3½ inches. The manufacturers point out that the handle is genuine Stag, blades are hand forged, ground and honed for keen, long lasting edges. Retail price is \$4.50.

H. Boker & Co.
New York City, N. Y.

1854 **100** 1954

TH
ANNIVERSARY
in the
Quality
PRODUCTION OF ...
BOLTS

Specify **CLARK**
QUALITY INDUSTRIAL FASTENERS SINCE 1854

NUTS

RIVETS

SCREWS

FOR
GREATER SECURITY
FASTEN FAST WITH
CLARK FASTENERS

6-P-2

For further information,
write 130 Canal Street

CLARK BROS BOLT CO.
MILDALE, CONN.

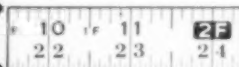


Evans King-Size 10-ft. Steel Tape STANDS UP STRAIGHT for UPRIGHT MEASUREMENTS

Those long upright measurements are easy and accurate with this new EVANS King-Size 10-ft. White-Tape. The 33% wider blade (full 3/4") stays straight up without bending or buckling. You get a free belt clip and Tenite utility case with every tape. Sliding end hook for inside or outside measuring and...

it's marked so you don't have to figure!
no other tape is marked this Evans way.

This Edge—marked in feet and inches with foot markings at every inch.



This Edge—marked in inches from 1" to 120"

Whichever way you work, in inches or feet and inches, you read instantly without having to stop and figure.

The EVANS King-Size White-Tape is the Top 10-ft. Tape Value at only **\$2.32** RETAIL everywhere in U.S.A.

another EVANS value— THE ONLY 12-FOOT POCKET WHITE-TAPE

Standard blade
1/2" wide

Now, a pocket steel tape that measures a full 12 feet — eliminates the inconvenience and inaccuracy of adding two measurements as you do with shorter tapes. Exclusive EVANS double markings (same as King-Size above). Chrome plated case is no bigger than cases for shorter tapes. Self-adjusting sliding hook for 100% accurate inside or outside measurements. Each tape packed in FREE transparent Tenite utility case.

Let us help you sell more tapes. Write for free supply of leaflet 10-5H

Evans & Co.

400 Trumbull Street, Elizabeth, N. J., U. S. A.

Makers of Evans "Long Tapes"—25-50-75-100 ft. and Evans 6-ft. Folding Rules

SOUTHERN HARDWARE for JUNE, 1954

Sell more lines!



SUNSET'S SILENT SALESMAN Always on the job for you!



**FLEXON
SOFT MONOFILAMENT**
1/2 dozen 4 lb., 1 dozen 6 lb.,
1/2 dozen 8 lb.
ASSORTMENT #FMU . . . \$30.40



**SURF KING
NYLON SQUIDDING LINE**
1/2 dozen 27 lb., 1 dozen 36 lb.,
1/2 dozen 45 lb.
ASSORTMENT #SKMU . . . \$36.30



**CASTMASTER
NYLON CASTING LINE**
1/2 dozen 12 lb., 1 dozen 15 lb.,
1/2 dozen 20 lb.
ASSORTMENT #CMU . . . \$32.70



**SEA BRAID
NYLON TROLLING LINE**
1/2 dozen 27 lb., 1 dozen 36 lb.,
1/2 dozen 45 lb.
ASSORTMENT #SBMU . . . \$36.60



**SPINNER BRAIDED
MONOFILAMENT**
1/2 dozen 4 lb., 1 dozen 6 lb.,
1/2 dozen 9 lb.
ASSORTMENT #SMU . . . \$58.20



**PERFECTION
LINEN CUTTYHUNK**
1/2 dozen 9 thread, 1 dozen 12
thread, 1/2 dozen 15 thread
ASSORTMENT #PMU . . . \$36.30

List Prices Shown Above Subject to Trade Discounts

*Unit will hold any spooled Sunset Line from 2 to 110 lb. test — dispense quickly, with no tangles, up to six connected spools of either fresh or salt water line.

There's a Sunset Line for every fishing need

SUNSET LINES FLORENCE, ALABAMA

STOCK UP NOW
on the **1** Line
offering a brand in
EVERY PRICE BRACKET
for every need!

**ATLAS
WICKS**

AMERICA'S NO. 1 LINE—FOR OIL
STOVES, RANGES AND HEATERS



**BETTER PERFORMANCE
MORE REPEAT SALES
GREATER PROFITS!**



REORDER the brands
your trade demands!

GLASWIK

World's finest spun glass wireless wick.

FLAMEMASTER

The asbestos leader—more oil-carrying strands.

BESWIK

New solid-weave asbestos wick, competitive price.

OTHER ASBESTOS WICKS

Fastheat • Superheat • Thrif-t
Tripleheat (3-wire)—new low price

Top Notch—for Perfection stoves, heaters

ALSO METAL-BACK RANGE BURNER SETS IN
GLASWIK, FLAMEMASTER & THRIF-T BRANDS

Sold Only Through Distributors

ATLAS ASBESTOS
COMPANY
NORTH WALES 9, PA.
Mfrs. of Asbestos Textiles Since 1922

"Pelican" Spinning Reel

The new Pflueger spinning reel, the "Pelican" is available now with retail price of \$22.95. This is an open-type spinning reel built mostly of cast aluminum. A full stainless steel bail lays line on the spool in a basket weave, which is designed to prevent



line from digging in between coils.

According to the manufacturers, casting will be easier because the spool does not travel forward and back, but is always in the same position relative to the reel mounting.

The Enterprise Manufacturing Co.
Akron, Ohio

4-Cup Drip Coffee Maker

A 4-cup drip coffee maker for the small family has been added to the line of Revere Ware copper-clad stainless steel cooking utensils.

One of the outstanding features of the new product, according to the manufacturers, is a tapered coffee basket which makes it possible to brew two and three cup batches that are equal in body and flavor to the results obtained when brewing to full 4-cup capacity.

The coffee maker is priced at \$9.95 each.

Revere Copper and Brass, Inc.
Rome, New York



Look
for
these
seals



Attached to every Superseal Gas Range Connector is a non-removable aluminum disc. Stamped on it are the coveted AGA and UL seals. These universally-recognized symbols mean that both the American Gas Association and Underwriters' Laboratories have exhaustively tested these connectors—and have found them to be safe and dependable.

A. G. A. regulations require a non-removable identification on all connectors awarded their Laboratory Certification. This identification is for your protection—insist on it!

Superseal Connectors are produced in any combination of female elbows and male or female adapters, malleable iron, cadmium plated; 3/4-inch pipe thread; 12 to 60-inch lengths. Over 400 U. S. distributors.

"Every Superseal Fitting is a union in itself"

Superseal
DIVISION
COLUMBIA MALLEABLE
CASTINGS CORPORATION
Columbia, Pa.

ORDER STONE MOUNTAIN ALUMINUM SCREEN

THE QUALITY SCREEN FOR QUALITY JOBS

- Full-size Alcoa Alclad Wire
- Full mesh count—Double selvage
- Lightweight—never needs painting
- Won't stain masonry or woodwork
- Lowest cost in the long run
- Carefully woven by skilled workmen on precision equipment
- Meets Bureau of Standards CS 138-49

We have the only electric baking oven in the country for careful control of the quality

Permaquard COATING

Southern Made for Southern Requirements

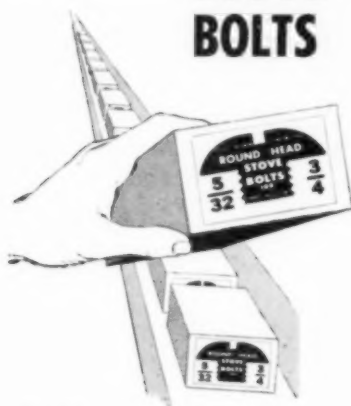
CALL COLLECT FOR CURRENT PRICE LIST

WHITEHEAD WOVEN WIRE CO.

Mail: Box 488 • Emory University, Georgia
Plant at Snapping Shoals, Covington, Ga.
Phone Collect, Covington, Georgia • 4068

NOW!

YOU CAN SAVE TIME, LOWER COSTS WITH
**SOUTHERN STOVE
BOLTS**



- Threads Smooth
- Heads Strong
- Dimensions Exact
- Quality Uniform

Gain and hold competitive advantage by smooth operation on the assembly line. Southern Stove Bolts work with you to reduce rejects and speed production.

Slotted Steel
Round and Flat

Wood Screws—Phillips and Slotted

Head styles in round, flat, oval . . . in steel, brass, bronze, aluminum, stainless steel and all popular plated finishes.

SOUTHERN SCREW COMPANY

STATESVILLE, N. C. • WOOD SCREWS • STOVE BOLTS

FACTORY WAREHOUSES: North Bergen, N. J. • Los Angeles 23, Calif. • Chicago 10, Ill. • Dallas, Texas

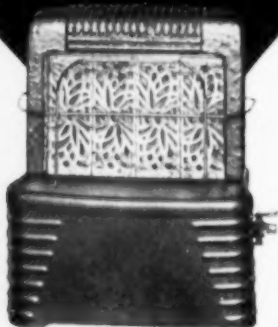
NO SUBSTITUTE

Buyers and Manufacturers agree there is *no substitute* for the NATIONAL HOUSEWARES EXHIBIT. It is the *only* national meeting place for your industry. You will see more exhibitors and more products than ever before, meet with policy making company executives, get first hand knowledge of production, distribution, delivery, prices. All this vital business information awaits you at the

**21st NATIONAL
HOUSEWARES
EXHIBIT
JULY 12-16
ATLANTIC CITY
AUDITORIUM**

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION
1140 MERCHANDISE MART, CHICAGO 54, ILLINOIS

New!
**America's
 Best-Priced
 Gas Radiant
 Heaters!**
 ▼
**You get
 Full Markup!**



Model 194
PRICED FOR SLAM-BANG
PROMOTIONS, these heat-
 ers give your customers
 traditional Royal engi-
 neering and quality construction. Heavy
 steel body. Dress guard zinc plated, hearth
 plate finished in high-heat tan silicon. Solid
 color clay backwall with high gloss finish.
 Royal Lifetime burner, genuine Royal radi-
 ants. Natural or LP Gas orifice.

\$14.95
 Suggested
 Retail

SPECIFICATIONS									
Mod. No.	Shpg. Wt.	BTU Input	No. Rads.	H	W	D			
194	25 lbs.	16,000	4	18 1/2"	15"	8 1/2"			
195	32 lbs.	20,000	5	18"	19"	10"			



Model 195
\$16.95
 Suggested
 Retail

5-Radiant model
 boasts same fea-
 tures described
 above. Order now
 from your jobber — promote these quality
 heaters and you'll have a sellout...with
 full profit on each unit!

**A. G. A. Approved
 for Natural or LP Gas**

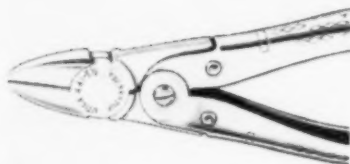


Gas Heaters

CHATTANOOGA ROYAL COMPANY
 Chattanooga, Tennessee

Cutting Pliers

In announcing a new 5 1/2" com-
 pound leverage action, diagonal cut-
 ting pliers, designed as No. 441, the
 manufacturers state that these new
 cutters have extra hardened forged
 jaws and hand-honed cutting edges.



Handles are steel stampings and
 are fitted with spring which opens
 the jaws automatically. According to
 the manufacturers, the pliers are spe-
 cially adapted to repetitive operations
 where the spring action reduces hand
 fatigue to a minimum. Retail price is
 \$3.70.

Utica Drop Forge & Tool Corp.
 Utica 4, New York

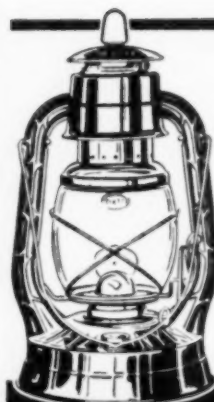
Special Lawn Queen

A limited number of Lawn Queen
 power mowers have been equipped
 with headlights and white sidewall
 tires.

Headlights are operated by a spe-
 cial 12-volt generator and use stand-
 ard 6-volt, 45-ampere bicycle head-
 light bulbs. Both lights and generator
 are chromium plated.

This power mower is available at a
 special price to any dealer who pur-
 chases six or more Jacobsen power
 mowers. Each dealer will be limited
 to one such machine; however, a kit
 consisting of headlights, generator
 and mounting bracket is available to
 equip Lawn Queens in his stock. An
 optional kit includes white sidewall
 tires.

Jacobsen Manufacturing Co.
 Racine, Wisconsin



*Always
 Bright
 Company*

**DIETZ
 LANTERNS**

DIETZ
 LANTERNS
 SINCE 1840

R. E. DIETZ COMPANY
 SYRACUSE 1, N. Y.

Consumer's
RUBBER TILE CEMENT

**contains
 REAL RUBBER**

✓ Ready to use.

✓ Cannot warp
 or injure tile.

✓ Fast tack,
 slow setting.

✓ Tight, perma-
 nent bond.

Waterproof



Covers
 150 Square Feet
 Per Gallon

Available in
 QUARTS, GALLONS,
 5 GALLONS

**ORDER FROM
 YOUR
 WHOLESALE
 or direct**

Generous Sample
 on Request



CONSUMERS GLUE CO.
 1515 N. HADLEY ST. ST. LOUIS 8, MO.

Strataflo WITH THE FAMOUS

SILICONE TREATED

*Rubber
Poppet*

**THEY CAN'T STICK,
THEY CAN'T LEAK!**

Strataflo Foot and Check
Valves end leakage troubles,
save wear and tear on pump,
save their cost in service calls.
Ideal for jet-type pumps.
Write for Bulletin 203.

Order from your Jobber

Strataflo

STRATAFLO PRODUCTS, INC.
FORT WAYNE 1, INDIANA

FOOT AND
CHECK VALVES



RUGGED ROBERT — Fastest Selling Broom Rake In America!

5 IMPORTANT FEATURES:

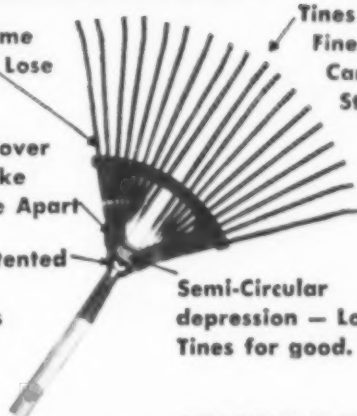
1-Piece Frame
Rake Can't Lose
Shape

Patented Cover
Plate — Rake
Can't Come Apart

Special Patented
Socket
Guarantees
Long Life

Tines
Finest
Carbon
Steel

Semi-Circular
depression — Locks
Tines for good.



Manufactured date on every rake.
Guaranteed for 2 years.

Wire Products Company

2713 North 24th St., Birmingham, Ala.

Member, American Hardware Manufacturers Association

**RUGGED
ROBERT**
BRAND

Flite-Master products

GYM SETS — TEETEROUNDS
SANDBOXES — SLIDES
PLAYTIME TABLES

ask
your
favorite
jobber
for



SUPER DELUXE FD 51-SRNT-2

don't buy from pictures...

SEE *Flite-Master*
compare it...
and
you'll
BUY IT!

Flite-Master

CONSOLIDATED METAL PRODUCTS COMPANY • CINCINNATI 2, OHIO

FOR YOUR
FREE COPY
Write for WG-20 »

Shows complete plans on how to
build display and storage racks that
sell window glass.

**Libbey-Owens-Ford
Glass Company**
7164 Nicholas Building
Toledo 3, Ohio



A complete Jackson electric soldering kit, for the Do-It-Yourself man—Soldering Pencil with cool cork composition handle and 6 ft. rubber cord and plug, 5 tips, stand and solder.

LOW PRICE—LONG DISCOUNT

VULCAN ELECTRIC CO
DANVERS 17 MASS

Lawn Sweeper Line

A lawn sweeper line called Sweep-alawn with two models, one with a full 30" sweep and 8½ bushel capacity and a second with a full 24" sweep and 6½ bushel capacity, is now on the market.

Engineering features incorporated in the models include inclined front hopper pans to keep the load from spilling out, fire-resistant brushes of bassine anchored in rust-proof steel, rotating on permanently lubricated ball bearings.



Sweepalawn frames are of heavy gauge pressed steel with three shouldered tie rods for rigidity. Semi-pneumatic tires are mounted on 10"

wheels.

The hopper bags are of mildew-resistant duck with weatherproofed, galvanized, sheet steel hopper pan bases. Handles are held upright in the operating position by hopper stretcher rods which can be released to facilitate storing.

Surfaces are bonderized for baked enamel finish in three colors with cadmium-plated hardware.

Savage Arms Corp.
Chicopee Falls, Mass.

Baseball Publication

Hillerich & Bradsby's annual baseball publication "Famous Slugger Year Book" is made up of 64 pages which include pictures of the past season's outstanding sluggers, records, hints on how to bat and highlights of 1953 outstanding baseball events.

The company had previously released their 1954 edition of "Official Softball Rules" which also contains pictures of winning teams and records of the 1953 softball season. The two books may be obtained from sporting goods dealers throughout the country.

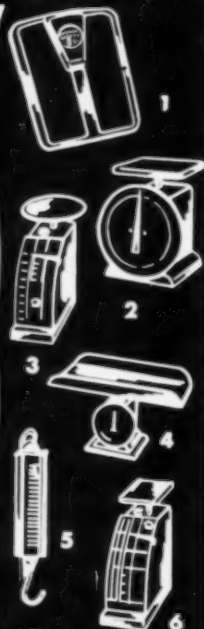
Hillerich & Bradsby Co.
Louisville, Kentucky

HANSON SCALES

Standard with the hardware trade for over 60 years.

- 1 WEIGHMASTER BATH SCALE
- 2 UTILITY SCALES
- 3 RECIPE SCALE
- 4 NURSERY SCALES
- 5 HANGING BALANCES
- 6 POSTAL SCALES

See your jobber



HANSON SCALE CO. (Est. 1888)
Northbrook, Ill.

CHAN NEL LOCK

TRADE MARK REG.

U. S. PATENT OFFICE

The finest line of tools you can buy and sell!



Here's a quality line with real profit possibilities. To get the most out of it carry the complete Champion DeArment-Channellock line. Millions of national magazine subscribers will read about the Channellock line every month... they are being told and sold. Use display boards, stock the full line... for real profit possibilities. You can sell more pliers than ever before when you feature the complete Champion DeArment-Channellock line.

THE PLIER DESIGN THAT OBSOLETE ALL OTHERS

CHAMPION DEARMENT TOOL CO.
MEADVILLE, PENNSYLVANIA

Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

HORSE COLLAR PADS



For every work horse and mule.
"The pad with the rust-proof red hooks"

Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

TRACTOR SEAT CUSHIONS



For every tractor and farm implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO
HORSE COLLAR PADS SINCE 1881

WRIGHT

**HEXAGONAL
NETTING . .**

high standard of the industry . . evenly woven . . perfectly straight selvage . . heavily galvanized with gleaming finish. This popular product is readily identified by the famous colorful rooster label.

D. C. HORNIBROOK
E. L. HORNIBROOK

Box 176
Avondale Estates, Ga.

LAWRENCE J. BALDWIN
& SON

306 Carondelet Bldg.
New Orleans 12, La.

**G.F. WRIGHT STEEL &
WIRE CO.
WORCESTER • MASS.**

Sheps **WATERPROOFINGS
and PRESERVATIVES**

SHEPS PERMA LASTIC waterproofing seals masonry and wood watertight. Meets Federal Government Specifications.

SHEPS CANVA LASTIC waterproofing. A clear water repellent for awnings, tents, tarpaulins. "Makes Canvas Last."

SHEPS RAIN SHED waterproofing seals boots, shoes, light clothing. Makes shoes shine better, the soles last longer.

SHEPS STAINLESS PENTA WOOD PRESERVATIVE. Put up in ready-to-use form and concentrated. Replaces creosote for wood preserving. Controls termites, fungus, mildew, moss. Excellent chicken mite killer.

Distributed by Wholesale Hardware, Drug and Bldg. Material Jobbers

Manufactured by SHEPARD LABORATORIES

Division of Searle Petroleum Co.

Omaha 2, Nebraska

Name brands mean satisfaction to your customers, and money to you. Well-known, advertised brands pre-sell your customers before they set foot in your store.

Give your customers what they ask for — it's bad business to substitute.

Brand Names

Foundation

INCORPORATED

A non-profit educational foundation

37 WEST 57 STREET,
NEW YORK 19, N. Y.

CELEBRATING OUR 150TH ANNIVERSARY 1804-1954

FITLER

A ROPE FOR EVERY NEED

"WATERPROOFED"
and
"ROTPROOFED"



Manila Rope Fishing Rope
Lariat Rope Sisal Rope
Transmission Rope

For your protection when buying rope look for the Blue and Yellow Registered Trade Mark on all Fitler Brand Pure Manila Rope.

THE EDWIN H. FITLER CO.

New Orleans 17, La.

Philadelphia 24, Pa.

SOLD BY DEALERS EVERYWHERE

Vital **Caulk Guns
SELL THEMSELVES!**



... and create repeat business **FOR YOU on Caulk**

Jobbers and distributors are invited to send for new prices and discounts on our complete line for all home and professional guns.

Our manufacturing facilities are devoted exclusively to caulking guns, nozzles and cartridges.

Choose from 14 different guns and 30 different nozzles.

Vital **Products
MANUFACTURING CO.**

7508 QUINCY AVE. • CLEVELAND 4, OHIO



Here's your next caster customer

Ads with pictures like this in *The Saturday Evening Post* are doing a real selling job for you.

Year in, year out, dealers tell us these Bassick ads in the *Post* are sending people into your store for easy-rolling "Diamond-Arrow" casters with two-level ball-bearing construction and rubber-cushion glides. What's more, Bassick's the only caster manufacturer giving you this kind of backing.

The rest is up to you

Display Bassick glides and casters on your counter.

It's like signing your name to Bassick's continuing *Post* campaign. And it reminds people you carry a complete line of the glides and casters they want. Don't overlook this easy way of getting your share of pre-sold Bassick customers. Ask your distributor about

Bassick's self-demonstrating glide and caster displays today.

THE BASSICK COMPANY,
Bridgeport 2, Conn. In
Canada: Belleville, Ont.



75 YEARS OF CASTER LEADERSHIP

Mike Starter Rope

The new Mike twisted nylon starter rope is 42" long with red enameled wooden handle. Each rope is packed in an individual box with a cellophane window, and there are 12 in-



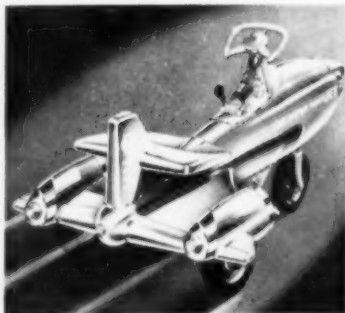
dividual boxes to the display carton. These ropes may be used for starting lawn mowers, outboard motors, garden tractors, and gasoline powered pumps.

Cleveland Mills Co.
Lawndale, N. C.

Super Sonic Jet

In introducing Model K-900 Super Sonic Jet as the latest addition to their wheel goods line, the manufacturers state that it features the streamlined design of tomorrow for today's space-minded youngsters.

The fuselage and delta wing are finished in Stratosphere Blue. The jet intake nose, nacelles and exhausts



are chrome plated. Other trim is Rocket Red. Dual jet controls are designed to be realistic and include simulated gauges and instruments.

Ball bearing construction is used throughout, which combines with a chain drive to insure maximum pedaling ease for the child.

Murray Ohio Manufacturing Co.
Cleveland, Ohio



Red Devil GLASS CUTTERS

Engineered to cut

**CLEAN
ACCURATELY**

with less
effort

Twelve in a display

No. 024—Best
for General Use

No. 023

—For use
wherever
tapping is
advisable

7807

A Product of
Red Devil Tools
Irvington 11, N. J., U. S. A.



the "Perfect Cap"

for Chimneys, Flues, Ventilators

ELIMINATES DRAFT TROUBLES

Caused by downdrafts, backdrafts, pilot blowouts, condensation. Acts as spark arrester. Creates even stack temperature. Improves combustion and cuts fuel costs. Will not freeze shut or soot up. Field tested four years in all kinds of weather, in every part of the country, with all types of units. Improved features give long life. Available in galvanized steel or aluminum in all popular stack sizes. Sell DRAFT KING on new and old equipment installations. Improves appearance and efficiency of chimneys or ventilators. Eliminates need for tall flues and dangerous guy wires.

Contact your favorite Distributor, or write to:

A. R. WOOD MFG. CO.

Box 5H 97, Luverne, Minnesota

Southern **FARM EQUIPMENT**

JUNE, 1954

Section of SOUTHERN HARDWARE

806 Peachtree St., N.E.
Atlanta 5, Ga.



another reason why you
make more profit selling
DEMPSTER WATER SYSTEMS

**DOUBLE
VALUE!**

There's Double Value for your customers in Dempster Water Systems like the new Dempster Convert-o-jet, the low cost, compact water system that serves both shallow and deep wells efficiently and is completely convertible without "extras" or the need for special tools.

In the Dempster Convert-o-jet you can offer famous Dempster quality and performance at a low price to the customer who is using a shallow well now but anticipates the need for a deep well in the future . . . a condition that is prevalent almost everywhere due to dropping water tables.

And there's Double Value for you—both quality and price—in selling Dempster Water Systems—and the extra value of having the best of the newest type pumps on the market.

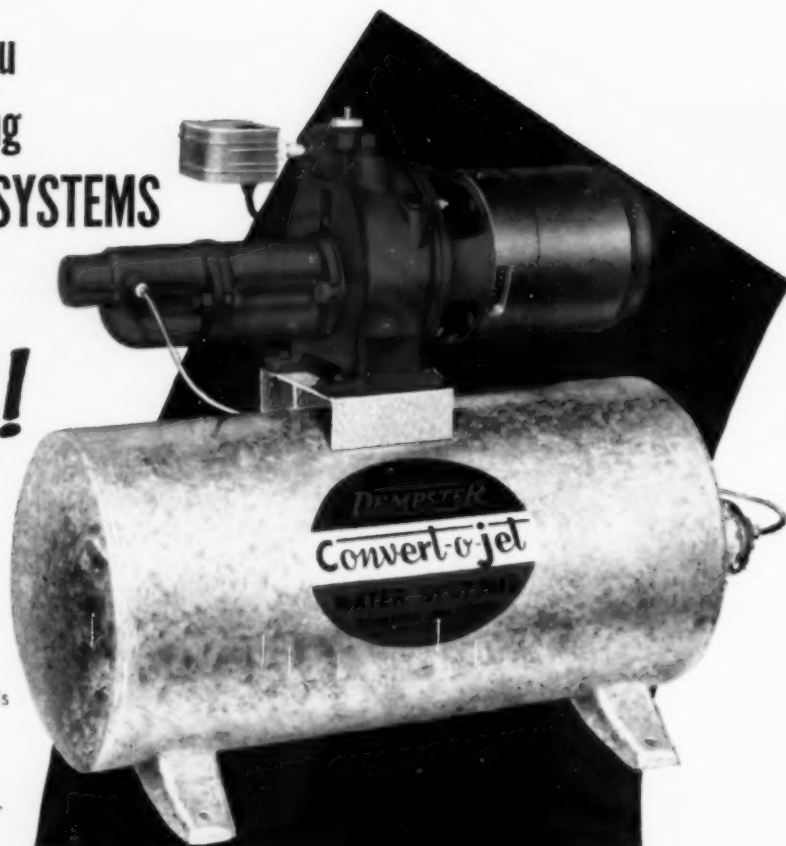
It will pay you to write or wire today for the new Convert-o-jet descriptive folder, complete with specifications and performance tables . . . and for details on the valuable Dempster Water Systems franchise.



Convert-o-jet

Merchandising material is available—eye-catching poster . . . descriptive consumer folders for handouts or statement mailings . . . hard-sell ad mats . . . plus advertising in leading farm magazines!

DEMPSTER
WATER SUPPLY EQUIPMENT



**NEW Dempster
Convert-o-jet**

The complete water system for
either deep or shallow wells

Powered by a nationally known, first quality motor . . . a pump with a single moving part . . . an ejector unit with easily removable venturi tube . . . automatic air valve and pressure regulating switch . . . Dempster's own pressure tank . . . and delivering 600 gals. or more at 30 lbs. pressure, the new Dempster Convert-o-jet has no rival at the low list price which you can offer.

Retails for only

\$10950

f.e.h. factory

Completely CONVERTIBLE

to deep well operation! To change shallow well Convert-o-jet to deep well operation, merely detach ejector unit, attach pipes with special flanges (furnished with unit) to pumping unit and place ejector unit at end of pipes at bottom of well. No special tools required.



DEMPSTER MILL MFG. CO.
BEATRICE, NEBRASKA

Branch warehouses and offices in Omaha, Nebr.; Kansas City, Mo.; Des Moines, Ia.; Sioux Falls, S. D.; Denver, Colo.; Oklahoma City, Okla.; Amarillo, Tex.; San Antonio, Tex.



Simple inventory control system permits company to give prompt reports regarding parts in stock. Generally speedier service is given the customer both on 'phone calls and over-the-counter transactions.

By B. Miller

Systematic stock control wins those

Extra Profits from Parts

BUYING HAS been systematized, traffic at the parts counter is heavier, and parts sales have increased substantially as a direct result of an inventory control sys-



Control system requires no full-time parts clerk. Company bookkeeper, shown here, posts all stock cards. Cards used, right, give full information on inventory levels and rate of sales.

tem being used by the R. J. Wayland company, farm equipment dealers in Manassas, Virginia.

Using reference cards, this accurate system saves steps and time in determining immediately whether an item is in stock. The system has proved a real boon in inventory taking by providing a quick and accurate count. Moreover, improved stock control has, in turn, improved customer rela-

tions, for in its accuracy of current balances and signals regarding minimum and maximum quantities it has been possible to maintain an up-to-date inventory.

From the customer's standpoint, information regarding parts can be obtained more promptly, and generally speedier service is given the customer both on 'phone calls and on over-the-counter transactions.

(Continued on page 104)

[illegible]

In a small operation . . .

We Cut Expenses \$5000 Annually

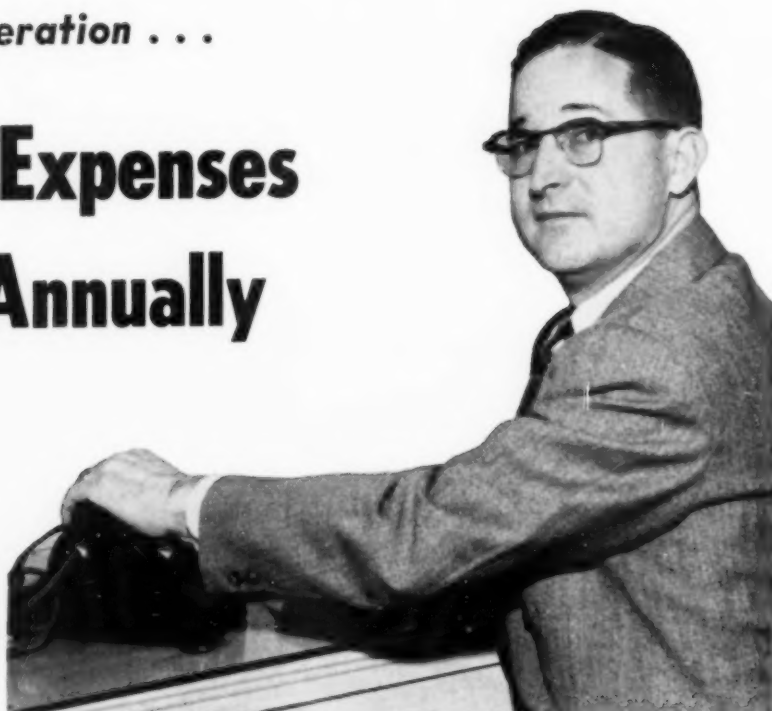
MY OPERATION is not big, nor is it glamorous in the sense that it has been supporting some obviously unnecessary frills, yet I have been able to reduce my fixed overhead by approximately \$5,000 a year; and with an outlay of about \$400 I have tripled the available space in my shop.

As a result I consider my business to be streamlined and ready to withstand, if necessary, a fourth year of drouth, or a fourth year of hail which has been just as ruinous to our crops in Donley county, Texas.

An idea of the size of my operation can be gained from the fact that our town of Clarendon has a population of about 2,600. Our territory is partially a ranching area and not far from Clarendon is the vast, English-owned ranch that was featured some time back in Life magazine. The farm equipment business here is not such that farm equipment sales and service alone will support my enterprise. Basically, I am an Allis-Chalmers dealer, but I am also the dealer for Oldsmobile, GMC trucks and Philco radios.

It must be obvious that a business such as mine would have neither visible nor invisible extravagance in operation. Nevertheless, I concluded late last year that it was necessary to reduce expenses wherever possible. There was too much going out compared with what was coming in.

This resulted from a double



By Homer Estlack*

plague that we in Donley county have endured for the past three years. The drouth was bad enough. But in addition, during those three years, there were repeated hailstorms in a big portion of the county and hail can be as devastating as drouth. Hail ruined our cotton and flattened and pulverized ranch grass. We had so much hail that it actually packed the ground so hard it was difficult to plow.

In view of conditions resulting from these circumstances, I concluded there would not be much new machinery sold and that I should clear the decks and prepare to sustain my business through the sale of parts and service. So, the first of this year, I put my economy program into effect.

It seemed to me it was absolutely necessary to dispense with the services of my one outside salesman, and I did. That was the biggest reduction in my expenses, approximately \$3,000. There were not enough prospects of new business to justify keeping a sales-

man. Of course, if we get rain, the picture can change overnight and my salesman will be back.

Meanwhile, my mechanic is a rather effective salesman on his own, in the shop, and every farm equipment dealer will agree that a mechanic can do a real productive job of selling. With the mechanic, his helper and my 15-year-old son, I believe we can get along. My son, of course, is only on a part-time basis, sweeping out and doing only the chores a boy that age is qualified to do.

The building I use is owned by a farmer, who definitely recognizes the handicaps imposed on business by drouth and hail. We had a talk and he was quite cooperative. He reduced my rent by \$25 a month, or \$300 a year. He said we would try it that way for a while and, if necessary, he would make another reduction in the rent.

But one of the big leaks, I decided, was the free service that
(Continued on page 110)

*Homer Estlack owns and operates the Estlack Machinery Co. of Clarendon, in West Texas. He is immediate past president of the Tri-State Hardware and Implement Association.

A report to you about men and machines that help maintain International Harvester leadership

From horse and buggy
to speedy airplanes—



TORGERSON'S build sales
and service volume with
PERSONALIZED customer contacts



Air travel for Torgerson's, IH dealership, Ethridge, Mont., saves time, makes possible more selective and productive calls, leaves more time to spend with customers in the store. There are three planes in Torgerson's "fleet."



When Lloyd A. Torgerson, present owner of dealership, was a small boy, he and his father made trips to the country by horse and buggy. Those trips took two or three days, often a week. Now, Lloyd can make up to six or eight carefully planned and scheduled calls a day by air.



In emergencies, service is only minutes away when Darold Torgerson, left, who operates Torgerson's service department, answers a call in his plane. Ranches in the dealership territory average 1,000 acres and often are as far as 125 miles away. There are six men in Darold's service department.



Prospects for "big ticket" equipment, like International® TD-14 Crawler tractors, have confidence in Lloyd Torgerson's power and machinery recommendations. Here customer Steinthor Hjartorson gets the feature-by-feature story in dealership's roomy outdoor equipment display area. Used equipment area is large, too.



"Torgerson's always have the IH parts I need when I need them," says customer Vernon C. Berger, right. Torgerson's loyal customers include young farmers like Mr. Berger as well as pioneer homesteaders in their 70's who have seen this area prosper through farm mechanization in the last 50 years.

Like so many successful IH dealerships, Torgerson's believe that dealers who serve agriculture *best* are those who profit *most*. Through the broad IH line, International Harvester dealers are in an enviable position to enjoy the rewards of helping to develop a stronger, more prosperous agriculture in their communities.



INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Crawler Tractors and Power Units . . . Refrigerators and Freezers—General Office, Chicago 1, Illinois

Lower net for farmers...

The Outlook for 1954

FARMERS' GROSS income, expenses, and realized net income may all be a little lower in 1954 than in 1953, according to a recent issue of "The Farm Income Situation," published by the U. S. Department of Agriculture.

With the volume of farm marketings perhaps slightly reduced from last year, and with prices not quite as high, farmers' cash receipts from marketings and their realized gross income probably will be down a little from 1953, the publication points out.

While farm production costs probably will be lower also this year, it is not expected that they can be reduced sufficiently to fully offset the expected decline in gross income.

Consequently, realized net income may be down from last year's figure of 12.8 billion dollars, "possibly as much as four or five percent." The publication emphasized that "if drought conditions in the southern and Great Plains should widen, the drop in income could be more severe.

"Marketings of livestock and livestock products will remain at a high level in 1954 and may exceed last year's record volume. Similarly, cash receipts from livestock and products may, on the whole, compare rather favorably with last year. Somewhat lower receipts from dairy products, even though the increased flow of milk will partly compensate for the lower price-support level this year, may be largely offset by increases for other items including hogs and possibly cattle. On the other hand, crop marketings, assuming average yields, probably will be from five to 10 percent smaller than last year, and total crop receipts may be down in about the same proportion, with most of the decline in such crops as cotton and wheat whose acreage has been curtailed.

"Total farm production expenses probably will show only a small decline in 1954. Prices of purchased feed and seed are lower than a year earlier, and farmers are likely to spend less on these items. Smaller total plantings this

year also may result in some reduction in total expenditures on hired labor and fertilizer.

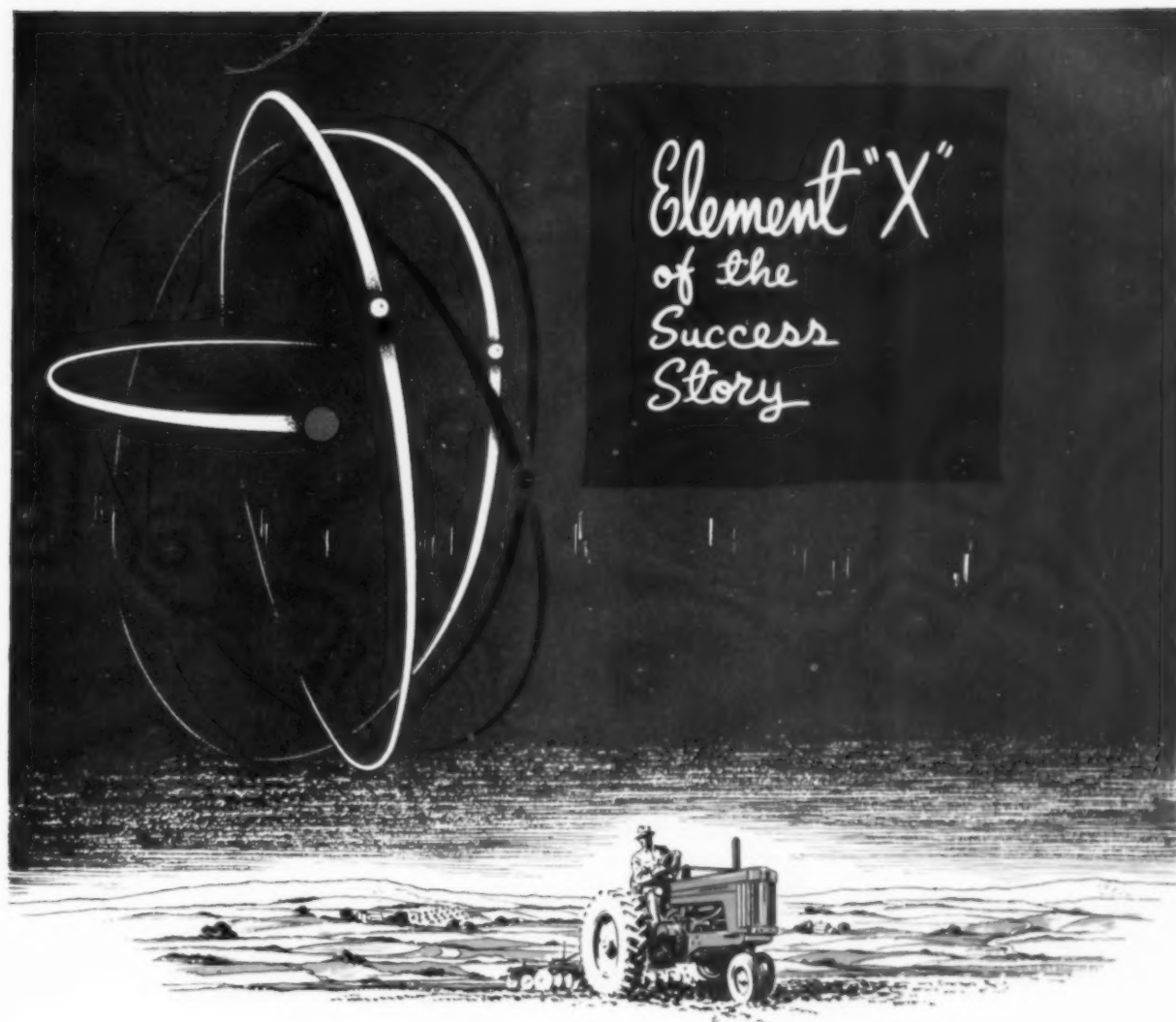
January-March

"Cash receipts from farm marketings in the first quarter of 1954 totaled approximately 6.6 billion dollars, down three percent from last year. The total volume of marketings was about the same as a year ago, but prices averaged slightly lower. First-quarter livestock receipts of 4.1 billion dollars were only slightly below a year earlier as small declines for dairy products and broilers were largely offset by increased receipts from hogs. On the other hand, crop receipts of 2.5 billion dollars were down seven percent, with lower receipts from wheat, cotton, soybeans, and vegetables.

"The preliminary estimate of cash receipts in March is 2.0 billion, up slightly from February, but lower than in 1953. March receipts from livestock and products are estimated at 1.4 billion dollars, crop receipts at 0.6 billion.

Cash receipts from farm marketings, by States, January-February 1953-54

State and region	Livestock and products		Crops		Total	
	1953	1954	1953	1954	1953	1954
	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
Delaware.....	12,937	12,218	1,752	1,739	14,689	13,957
Maryland.....	28,712	24,629	4,657	4,474	33,369	29,103
Virginia.....	38,003	33,337	25,784	21,866	63,787	55,203
West Virginia.....	12,753	11,681	4,498	5,432	17,251	17,113
North Carolina.....	29,889	31,048	26,395	24,523	56,284	55,571
South Carolina.....	12,769	12,648	11,806	12,518	24,575	25,166
Georgia.....	39,670	38,175	20,233	22,371	59,903	60,546
Florida.....	17,777	18,785	90,358	81,545	108,135	100,330
South Atlantic Region.....	192,510	182,521	185,483	174,468	377,993	356,989
Kentucky.....	35,342	33,733	116,400	100,817	151,742	134,550
Tennessee.....	34,379	31,378	51,467	43,982	85,846	75,360
Alabama.....	26,217	25,212	12,504	18,777	38,721	43,989
Mississippi.....	23,444	22,905	73,855	43,775	97,299	66,680
Arkansas.....	26,597	25,164	36,194	54,793	62,791	79,957
Louisiana.....	16,585	15,898	29,302	34,038	45,887	49,936
Oklahoma.....	41,463	38,413	23,193	23,045	64,656	61,458
Texas.....	125,220	115,390	145,295	170,004	270,515	285,394
South Central Region.....	329,247	308,093	488,210	489,231	817,457	797,324
United States.....	2,692,962	2,677,415	1,987,767	1,882,103	4,680,729	4,559,518



A quick check of the local library is sure to reveal that new volumes are constantly being added to those shelves that hold the success books. For success, as you know, is quite the popular subject. And worthwhile, too.

But even though the thousands of published formulas for success, stretched end to end, would reach from here to Utopia, and although all of them differ to a greater or lesser degree, each inevitably includes one basic ingredient. We'll call it *Element "X."*

Element "X" is that intangible *extra* which one receives in the way of reward in certain endeavors. It's a reward that is over, above, and in addition to any material recompense, a reward that is peculiar in that it can't be given or infused but must be created and absorbed out of the undertaking itself. Because

Element "X" is the personal satisfaction one always derives from an occupation in which he contributes not only to his own improvement but also to that of his neighbors.

There exist many fields from which this important ingredient may be drawn, not the least of which is the farm equipment industry. And throughout the John Deere organization, people are daily experiencing this great satisfaction, knowing that in supplying the farmer with quality farm equipment, they are themselves contributing to a healthier, happier people, a better nation, and a better world.

That's *Element "X."*



JOHN DEERE • Moline, Illinois

Quality Farm Equipment Since 1837



At dinner meeting Governor Talmadge told of mechanization in Georgia

The FEI Comes South

Power machinery department meets in Atlanta

THE FARM EQUIPMENT Institute came South in April, the organization's Power Machinery Department meeting in Atlanta, Georgia, April 23-24. For Atlanta and the Southeast it was a precedent-breaking role, for never before in its history had this department of the FEI met outside of Chicago.

Members of the Atlanta Farm Equipment Club and Southern Farm Equipment Manufacturers, Inc. joined with officials of the FEI

in working out details of the meeting which was marked by a notable optimism on the part of both southern and northern manufacturers.

In his comments on the industry outlook from the national viewpoint, Bruce Lourie, Deere & Co., emphasized that 1954 would be a year of keen competition, price consciousness by farmers, and much "last minute buying," but that the year still would be "one of the five or six best years in our

(Deere's) history."

Business sessions of the meeting, presided over by L. M. Sweeney, chairman of the department, were confined to one day with the meeting's second day being given over to a golf tournament for the men at Atlanta's nationally-famous Peachtree Golf Club and to various entertainment features for the ladies.

Opening the business session, M. D. Hill, assistant general manager, Tractor and Implement Division,



Bruce Lourie



George Kelly



M. D. Hill



A. W. Brann

Ford Motor Co., spoke on "Developing Wholesale Salesmen." Emphasizing that salesmen should be coached and developed, Mr. Hill stated that too much time and money had been spent on sales trainees who lacked certain essential characteristics. Spend your money on people who have the potential, he said, in describing his own company's system of education and development.

Other speakers on the morning program were L. D. Golden, director of sales education, The Dayton Rubber Co., who considered "Pros and Cons of Aptitude Tests," and D. R. Buttrey, cashier, The First National Bank of Clarksville, Clarksville, Tennessee, who discussed "Financing Retail and Wholesale Farm Equipment."

In his talk, Mr. Golden pointed out that any test must be competently administered and that following the test the applicant must be counselled wisely. Mr. Buttrey emphasized that "a good farmer has and always will be a good credit risk," and that the country bankers of America are determined to live and work with problems as they arise.

Following the morning program, delegates to the meeting gathered for a luncheon session which featured an address on "The Importance of the Small Manufacturer," by W. J. Fisher, vice-president, The Oliver Corp. This session was presided over by W. F. Covington, Jr., president, Southern Farm Equipment Manufacturers.

The afternoon business session opened with an address, "What Kind of a Future for Cotton?" by Dr. M. K. Horne, Jr., chief economist, National Cotton Council of America. Cotton is not losing out to synthetics, he said. While some phases of the market have diminished, cotton actually is "advanc-

Among those pictured at right are: Carroll Mullens, Rome Plow Co.; H. E. Ashley, Modern Implement Development Co.; Dr. M. K. Horne, Jr., National Cotton Council; M. D. Hill, Ford Motor Co.; A. W. Owens, Taylor Implement and Manufacturing Co.; Victor Despard, New Holland; L. S. Devoe, Case Co.'s Atlanta branch manager; D. R. Buttrey, James H. Wilson, Athens Plow Co.; Matt Taylor, Goodyear; J. C. Withers, B. F. Goodrich Co.; W. J. Klein and E. H. Polzin, Allis-Chalmers Manufacturing Co.



I'VE FINALLY FOUND THE



One of the big jobs Art McFarland has had to do in an area where there were so few Ford Tractor owners to start has been to sell owners of other makes that a Ford will do their work better and at lower cost. Some idea of his success is indicated by this typical lineup of "competitive makes" on his used tractor lot, shown above.



The McFarland Tractor Co. occupies this attractive brick building, providing 6000 square feet of floor space, on one of the main highways leading into LaGrange, Ga.



Shown above is a part of the Service Department where two mechanics are kept busy full time, with part-time help from the field service man. The shop motto is, "Get 'em in—do a good job—get 'em out."



Parts sales have been built into a good source of profit. A section of the parts counter and storage shelves is shown above. "Our job is to have what our customers need when they need it," says McFarland.

BUSINESS I WANT TO BE IN

Says **ART MCFARLAND**

Owner, McFarland Tractor Co., LaGrange, Georgia



MAY 1, 1952

That's the date when Art McFarland started in business—a stranger in a territory where there had never been a Ford Tractor Dealer before. Read what he has accomplished since, by hard work and the Ford Tractor and Dearborn Equipment line.

It was twenty years before Art McFarland found the kind of business of which he could wholeheartedly say, "This is for me!" For sixteen of those years he had done well in the heavy machinery industry—construction, logging and other heavy machinery.

Then, after four years in the Army Ordnance, Art "joined up" again, as Sales Manager for a good sized Ford Tractor dealership in Alabama.

Then's When It Happened

It didn't take McFarland long to decide that here was where his future lay. So, after four years he applied for and obtained a Ford Tractor dealership in LaGrange, Ga.

There were at this time only 26 Ford Tractors in the McFarland Tractor Company's entire sales area. Competition was strongly entrenched.

But Art and "Mrs. Mac," who has played an important part in building the business, weren't afraid to tackle a tough job. And what has happened in the little over two years since, must be seen to be believed.

The McFarland Tractor Co. today is a prosperous, thriving, busy organization, with a good and steadily growing volume of sales—two-thirds from farmers; the other third from industrial customers.

Everybody's a Member of the Team

McFarland spends half his time outside, contacting customers; the rest inside. He belongs to all the worthwhile local organizations. He is assisted by a full-time salesman and a customer service man who also helps out in the shop. "Mrs. Mac" handles the office work, and helps sell parts. There are two full-time service men. A profit-sharing plan for employees gives everyone a stake in the business and an interest in doing the best possible job.

Best of all, Art McFarland is satisfied that he has the best line and the best opportunity in the farm machinery field. His advice to anyone willing to work and interested in making a solid success in farm equipment retailing is: "Go with Ford."



TRACTOR AND IMPLEMENT DIVISION
FORD MOTOR COMPANY
Birmingham, Michigan





Shown above are: W. J. Fisher, Oliver Corp.; L. M. Sweeney, Massey-Harris; Bruce Lourie, Deere & Co.; M. D. Hill, Ford Motor Co.; T. B. Hale, International Harvester; L. D. Golden, Dayton Rubber Co.; H. F. Donagher, W. F. Covington, president of Southern Farm Equipment Manufacturers; and H. C. Kendrick of Case Co.'s Atlanta branch.

ing in 7/10 of our market." There are no dark omens for the future, he said.

This talk was followed by an illustrated discussion of "What the Farmer Is Thinking," by Lloyd Partain, farm market director, Curtis Publishing Co.

Closing the session was a panel discussion on the "Industry Outlook" moderated by C. G. Pearse, vice-president, J. I. Case Co. Discussion leaders for the various sections were: Southeast, A. W. Brann, Hester Plow Co.; Southwest, George A. Kelly, Kelly Plow Co.; Northeast, Victor Despard, New Holland Machine Co.; Central States, T. B. Hale, International Harvester Co.; Northwest, W. J. Klein, Allis-Chalmers Manufacturing Co.; Pacific Coast, L.

M. Sweeney, The Massey-Harris Co.; National Picture, Bruce Lourie, Deere & Co.

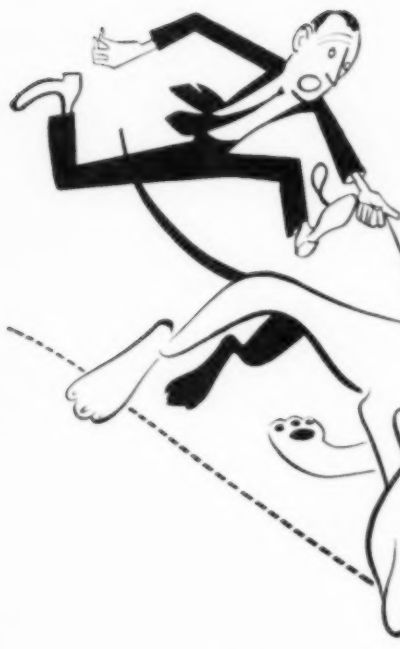
In his report, Mr. Lourie stated that businessmen feel better about the outlook than 12 months ago. "The recession has not been as bad as expected and the worst is now over." As for the farm equipment industry the pick-up in spring business is encouraging, he said.

Business may not be so good around the edges, but is "awfully good in the center." Dealers who are out after business are doing a good business. "Things are normal again," he concluded.

Formal activities were concluded with the dinner meeting April 23, held under the auspices of Southern Farm Equipment Manu-

facturers and presided over by James H. Willson, president, Athens Plow Co. Featured speakers were Governor Herman Talmadge of Georgia and James D. Arrington, editor and publisher from Collins, Mississippi, who gave a humorous address.

Governor Talmadge stated that Georgia agriculture and industry are profiting from farm mechanization and "the outlook for tremendous additional progress in the near future is bright." Machinery, he continued, has helped change Georgia from a one-crop state to a state of diversified farming. In 1920 Georgia devoted 90 percent of its open land to corn and cotton production. Today the figure is about 50 percent, the Georgia executive concluded.



If you're searching for
EXTRA PUMP PROFITS

...don't overlook these

TWO NEW PUMPS



FIG. 3371

MULTI-STAGE JET PUMP

Built especially for those extra deep well jobs (up to 200 ft.) where higher pressures are required. Delivers up to 1175 G.P.H. — may be used for single or twin pipe jobs. 2- and 3-stage models, in $\frac{1}{2}$, 1 and $1\frac{1}{2}$ H.P. units. Easy to install... easy to service, too!



FIG. 3658

$\frac{1}{2}$ H.P. DEEP WELL PUMP

For deep well jobs where pumping level is not more than 130 ft. A completely packaged unit, less tank, with all famous features of Goulds Jet-O-Matic — yet priced for volume sales! Easily installed on single or twin pipe systems — capacities up to 670 gallons per hour!

See your distributor
or write Dept. SH-15
GOULDS PUMPS Inc.
Seneca Falls, N.Y.

GOULDS **WATER SYSTEMS**
Since 1848
FOR EVERY FARM AND HOME NEED



Harvester Announces Pasture Renovator

A NEW MACHINE with which wornout pastures can be reseeded and fertilized without losing a single day's grazing is announced by International Harvester Co. This new development, designated the McCormick No. 1 pasture renovator, is believed to have special emergency application in renewing pastures weakened by last fall's severe drouth in many sections of the country.

The new pasture renovator may be described as a three-in-one machine. In a single operation it (1) applies fertilizer below the surface of the ground, as deep as four inches; (2) drills a nurse crop; and (3) sows grass or legume seed. Fertilizer and seed are applied in narrow bands 11 inches apart. Existing sod is scarcely disturbed by the action of the specially shaped, colter-type openers.



has a forward speed of five miles an hour and reverse speed of three miles an hour. The big rear wheel with 16 x 4 puncture-proof tire is chain driven.

Designed for ease in operation, a shift lever, convenient to the right hand, controls neutral, forward and reverse gears. Handlebars steer the two front wheels

easily, state the manufacturers, because of precision-ground ball bearings in spindle and steering connections. Speed is controlled by a finger tip throttle on the left handle.

The rotary mower has four swinging blades driven by the engine through a friction clutch. Each blade has two cutting edges and can be reversed.

The chassis is constructed of heavy walled steel tubing reinforced by steel bars and the housing is fabricated of heavy gauge sheet metal. The seat is of foam rubber. Price is \$265.00 f.o.b. factory.

Tractor Wind Breaker Announced by Hinson

HINSON Manufacturing Co., Waterloo, Iowa, announces that Weather-Brake, a new wind breaker-heater for tractors, is available now in the South.

Weather-Brake features such advantages as all-around visibility and wrap-around protection. Tall, wide windshield-windows offer complete vision without dangerous blind spots, the company states, and at the same time give full protection to driver's head and shoulders. Windshield is set low so driver can sit down and follow the furrow. Side wings are made to fold in snugly around seat for added weather protection.

In addition, Hinson reports, Weather-Brake's angle-iron frame replaces the tubular type for extra rigidity and long life; windshield is attached firmly yet easily removed in 60 seconds.

Owner Rides and Cuts on New F-M Power Mower

THE "RANGERIDER," a power mower that gives its owner a comfortable ride while it cuts the grass, is introduced by Fairbanks-Morse & Co.

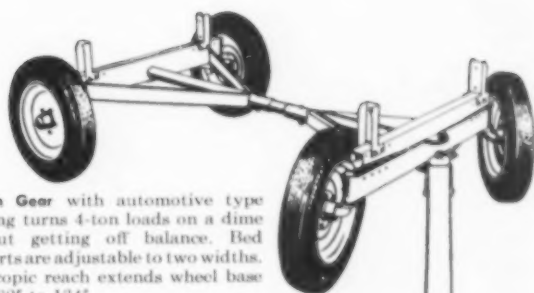
The Rangerider is designed to provide a "ride 'em" mower that is highly maneuverable and moderately priced to meet the needs of the home-owner, yet big enough, fast enough and rugged enough for use on estates, farms, ranches, public lawns, schools, etc.

The new mower, powered by a 2.5 hp., 4 cycle gasoline engine,

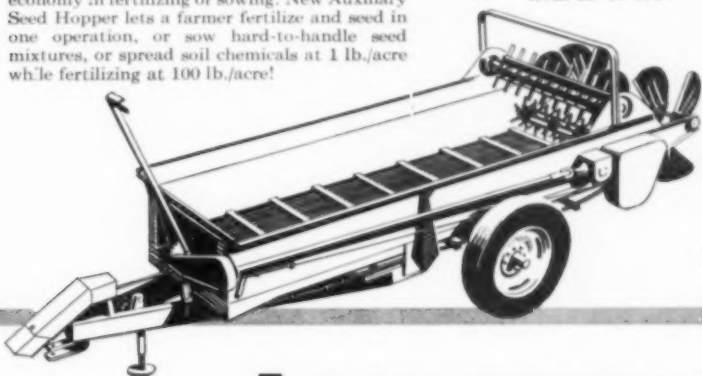




Spreader-Seeder has 70 positive settings to control rate of flow for greatest accuracy and economy in fertilizing or sowing. New Auxiliary Seed Hopper lets a farmer fertilize and seed in one operation, or sow hard-to-handle seed mixtures, or spread soil chemicals at 1 lb./acre while fertilizing at 100 lb./acre!



Wagen Gear with automotive type steering turns 4-ton loads on a dime without getting off balance. Bed supports are adjustable to two widths. Telescopic reach extends wheel base from 82" to 134".



New PTO Manure-Spreader shreds and spreads 130-bu. loads of densest material. One lever lets you choose from four apron speeds, run apron or beaters separately, or stop . . . right from the tractor seat. With extension sides and end gate, it converts into a 3½-ton self-unloading forage box.

5 more reasons why New Holland Dealers are

"First in Grassland Farming"

● New Holland does not count on balers and forage harvesters alone to hold leadership in grassland farming . . . a policy which is proving most profitable to New Holland dealers.

The tractor mowers, rakes, spreader-seeders, manure spreaders, wagons built by New Holland more than hold their own in competitive selling. They've got every new feature wanted

by cost-conscious, speed-conscious farmers.

These machines give New Holland dealers complete coverage of sales opportunities in the grassland farming market . . . and as a result, an extra share of sales.

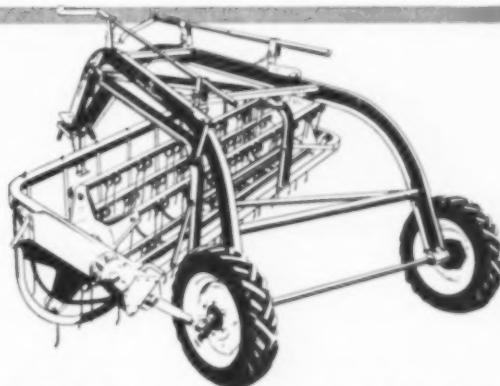
The New Holland Machine Company, New Holland, Pa. A subsidiary of The Sperry Corporation. |



NEW HOLLAND



Tractor Mower with 7-ft. cutter bar lays down the heaviest stands at ground speeds up to 5 m.p.h. Built-in jack makes it easy to hook up, unhitch. Balanced, tubular steel frame and positive belt drive give vibration-free operation, longer life.



New "Rotabar" Rake fluffs hay into quick-drying windrows without whipping . . . even at high speeds. 5-bar reel moves hay at right angles to the swath—cuts forward travel of hay by 50%. Adjustable for loose or tight windrows. Simple, direct ground drive is by driveshaft and cut gears.



New McCormick No. 141 Self-Propelled harvester-thresher is available in 10, 12 and 14-foot sizes. It is designed for big-capacity operation; has 60 hp engine

New Self-Propelled Combine Introduced by Harvester Co.

A NEW self-propelled combine, in 10, 12, and 14-foot sizes designed for big-capacity harvest, has just been announced by International Harvester Co., Chicago, Illinois.

New features and refinements, the company said, will enable this new McCormick No. 141 harvester-thresher to "save more than ever before of that last, hardest-to-get 10 percent of the crop often lost in the field." This basic combine also will be available in a rice model as well as a new "level-matic" hill-side machine.

A design feature called opposed-action, double-shake cleaning, prevents grain waste due to straw-collecting or "piling up" between the chaffer and shoe sieve. Three-point separation, at concave, finger grate, and large 21-square-foot straw rack, is another grain-saving feature, the company says. New forward-positioned cutter knife and guards, and hydraulically controlled platform save down and tangled grain or low-growing soybean pods.

A new six-cylinder, 60-hp IH engine is said to provide ample

power for efficient threshing in bumper crops, tough straw, or rough terrain. New variable-speed propulsion drive provides 28 speeds ranging from 1 mph, for creeping across ditches, to 15 mph for fast highway travel. There's an exactly right grain-saving speed for every crop and field condition, according to the manufacturer.

Simple outside adjustments enable the operator to match hour-by-hour changes in crop conditions. Cylinder speed, cylinder-concave clearance, cleaning fan

wind volume, and sieve openings all can be adjusted quickly for maximum grain savings.

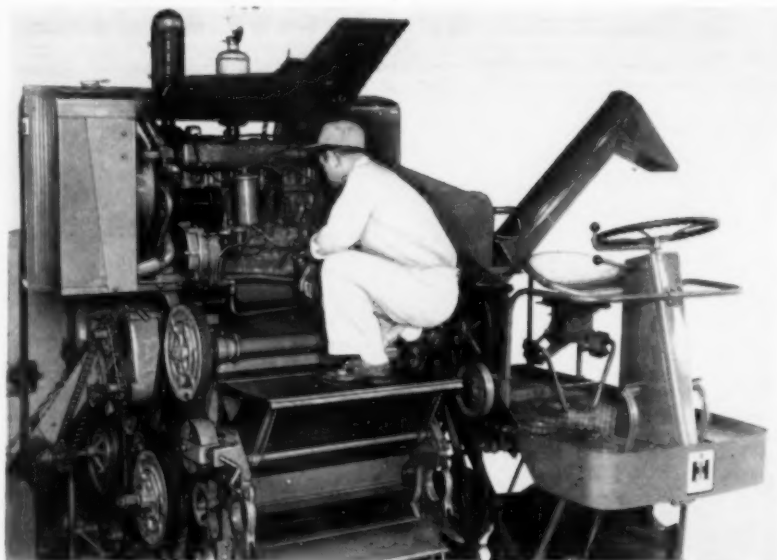
Variable-speed propulsion instantly matches travel speed to grain stand without shifting, the manufacturer announces. The operator raises and lowers the combine platform on-the-go, with hydraulic power, to meet changing field conditions. A control lever on the steering column adjusts cutter bar height from 1 $\frac{3}{4}$ to 34 inches from the ground.

The operator can check the grain in the eye-level grain tank on the No. 141 by merely turning his head. A new-type leveling auger, exclusive with IH, will permit filling the 50-bushel tank completely. The power unloader, operated from the driver's seat, empties the tank in 60 seconds whether the machine is standing still, or on the go.

A new steering gear, centrally located guide wheels, and balanced weight distribution make the McCormick No. 141 combine easier to steer. Power steering and hydraulic brakes are available as special equipment.

The vertical, suspension-type seat adjusts forward or back to suit the operator. Cushioning tension can be regulated for maximum
(Continued on page 105)

Closeup view of the new six-cylinder, 60 hp engine that drives new combine. New variable-speed propulsion drive provides 28 speeds ranging from 1 mph to 15 mph



STEP NO.

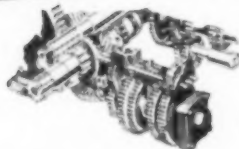
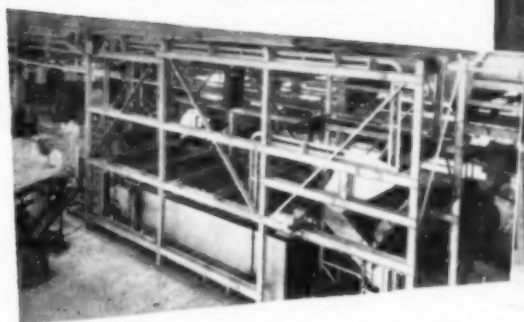
4

in Massey-Harris Quality Control

2,500-TON HAMMERS

"nail down"
forging quality
at

Massey-Harris



A bath in 20 tons of molten salt (approximately 1500°F) rearranges the "grain" in forgings. It relieves stresses and eliminates cross grain.

...quality that builds sales and customer satisfaction

Why so much weight, strength and size? — even to forge small parts. The answer is simple when you see Massey-Harris' quality standards.

These standards are rigid — consequently, specifications are exacting and maintain a definite pattern of accuracy.

This establishes a degree of uniformity that makes subsequent operations easier, more efficient. And it means a better operating product because of greater accuracy in every step of production.

Control of forgings at Massey-Harris actually starts with the buying of steel.

Each purchase must meet rigid laboratory tests and prove that it is of high forging quality.

In processing, this quality is guarded through heaters, forges, trimmers, annealing. Temperature is controlled in each operation — even while conveying — so that from billet to annealing, the steel retains not only its original strength but also is given the added qualities of machinability and responsiveness to heat treating.

This greater precision — quality control — is one reason why Massey-Harris products last so much longer. And it's why more and more farmers intend to keep on "Making it a Massey-Harris" for the extra service these long-life products give them.

This "keeping the customer sold" helps make your job as a Massey-Harris

dealer easier. You can point to more features and advantages that have an extra margin of strength and durability — that give your customers more in terms of dollar value and better field performance.

For complete details on the Massey-Harris franchise, write the Massey-Harris branch nearest you. There may be a dealership open in your area now.

THE MASSEY-HARRIS COMPANY
Quality Avenue • Racine, Wisconsin

BRANCHES AT

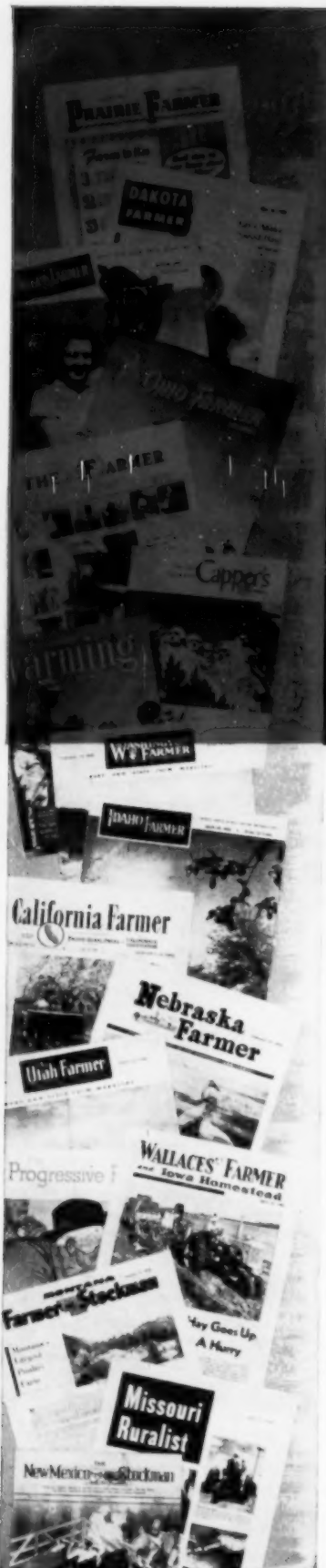
Atlanta, Ga.; Baltimore, Md.; Batavia, N. Y.; Columbus, Ohio; Dallas, Texas; Denver, Colo.; Des Moines, Iowa; Fargo, N. D.; Indianapolis, Ind.; Kansas City, Kan.; Memphis, Tenn.; Minneapolis, Minn.; Oklahoma City, Okla.; Omaha, Neb.; Portland, Ore.; Racine, Wis.; Springfield, Ill.; Stockton, Calif. Sub-branches: Amarillo, Texas; Enid, Okla.; Harrisburg, Pa.; Los Angeles, Calif.; St. Louis, Mo.; Wichita, Kan.



Billet heaters for every size stock — filed like library books, ready for quick changeovers as production runs are completed.

Keep Your Eye on Massey-Harris

America's Fastest-Growing Full-Line Implement Company



Keystone advertising builds up Red Brand dealers with farmers. Geo. Keller & Sons, Quincy, Ill., ties in with local advertising . . . uses this effective floor display to close fence sales.

Red Brand Fence builds sales today

"We like Red Brand Fence because our customers know it's a quality fence. It gives them years of low-cost service." That is the experience of Wm. Keller, of Geo. Keller & Sons, Quincy, Ill., widely known farm implement and seed dealer . . . long time Red Brand Fence dealer.

"Keystone's strong radio and magazine advertising constantly reminds farmers of the advantages they get with Red Brand fence. And it reminds them of the importance of fence on their farms," Mr. Keller emphasizes.

"A good product aggressively advertised assures good sales today. That's what we get with Red Brand. That's why we like it. That's why we've featured it for years. But that's only half the story of Red Brand."

MANY RED BRAND DEALERS ARE ENJOYING THE ADVANTAGES OF THIS EFFECTIVE MERCHANDISING PROGRAM. IT BRINGS IN NEW CUSTOMERS TO THEM. IT

KEYSTONE STEEL

RED BRAND FENCE • NON-CLIMBABLE FENCE • NAILS •



Bill Keller finds that the Practical Land Use program helps build buying power of farm customers. "It's good insurance," he says. His seed display is a good place to discuss the plan with farmers.



Keystone has a complete package to help you increase farm buying, and to bring these customers to you. It's the P.L.U. (Practical Land Use) Plan. Ask your Red Brand representative for details.

...Insures Profits for tomorrow

"We've been in business here for 75 years. We expect to be here for many years to come. But they won't be profitable years unless our farm customers make money."

That's the way Mr. Keller looks at his business for the future. He wants it to continue earning profits . . . another reason he's an enthusiastic Red Brand dealer.

"The Red Brand Practical Land Use Program helps my customers increase their income. It boosts their buying power. Not just today. But tomorrow, and for years to come."

"I can get no better insurance on profits for tomorrow than to have all the farms in my territory on a Practical Land Use Program. They'll be better customers for everything I sell. And they'll keep on buying Red Brand fence."

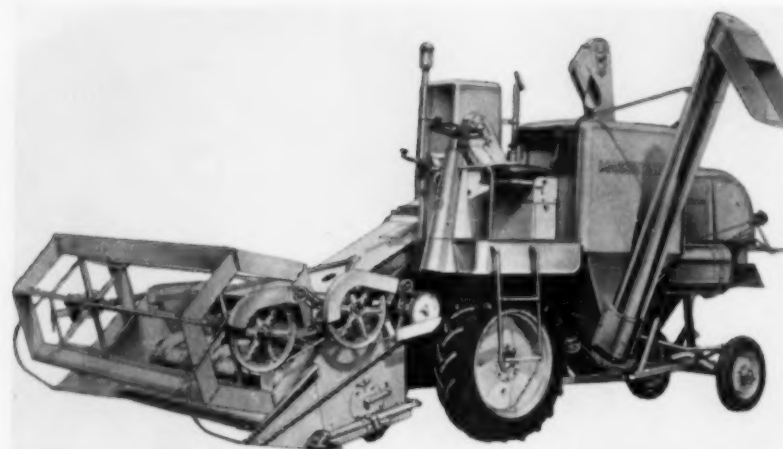
MAKES BETTER CUSTOMERS OF THE OLD ONES. IF YOU WANT TO BUILD SALES TODAY AND INSURE PROFITS FOR TOMORROW, WRITE FOR COMPLETE DETAILS.

& WIRE COMPANY

PEORIA 7, ILLINOIS

ORNAMENTAL FENCE • RED TOP POSTS • GATES • KEYSTONE POULTRY NETTING





Massey-Harris Produces New 60 Combine Series

A NEW 60 COMBINE series is now in production, according to the Massey-Harris Co., Racine, Wisconsin.

Built in self-propelled, engine-powered and power take-off models, all machines carry 56 sealed bearings, assuring longer combine life, lower cost operation and more time saved in servicing, the manufacturers state.

The new Massey-Harris 60 Self-Propelled Combine cuts a 10-foot swath, features straight-through design and has a 28-inch cylinder. Chaffer and sieve are 26½ inches wide. The spring balanced, electrically operated table adjusts from a ground slimming 4½ inches to a height of 33 inches. Both the concave and sieve are designed to adjust quickly and easily from outside the machine. Speeds of the 60 Self-Propelled range from .6 miles per hour to 14.5 miles per hour. Grain tank capacity is 35 bushels. Power is supplied by a 6-cylinder, 52 horsepower industrial engine. Drive wheels are 10-28 with a tread of 71 inches.

The 60 pull-type models also feature straight-through design and are equipped with a 7-foot table which adjusts from 3 inches to 28 inches. The cylinder is 28 inches wide, chaffer and sieve are 26½ inches wide. Rub bar or spike cylinders are available. The 25-bushel grain tank is auger unloaded. Big 7.50 x 18 tires on both pull-type models mean easy riding even in rough fields. Tread width is 90 inches for balanced weight distribution. . . . less side draft.

The engine-powered pull-type machine is driven by a 4-cylinder,

31 horsepower, water-cooled engine. Free literature on the new models is available from the manufacturer.

Ford Names Appointees for Manufacturing Dept.

RALPH E. HUNT, general manufacturing manager, Tractor and Implement Division, Ford Motor Co., announces the appointment of an assistant general manufacturing manager and four manufacturing department managers.

A. E. Carter, formerly manager, manufacturing engineering department, has been named as assistant general manufacturing manager. Before joining Ford in August, 1953, Carter was manager of the manufacturing department of Dearborn Motors. Prior to that time he had been works manager for a division of Motor Products Corp. and was with Nash-Kelvinator Corp. for 20 years.

Lyle W. Blanchard has been appointed to succeed Carter. With Ford since 1950, he has been man-



A. E. Carter

ager, production engineering department at the Mound Road Plant.

W. R. Phillips, formerly manager, quality control department, Highland Park Tractor Plant, has been named manager, quality control department, Tractor and Implement Division.

T. R. Kermou, who will succeed Phillips, formerly was a quality control superintendent.

F. W. Scooneas, formerly assistant manager, engineering and planning department, has been named manager, plant engineering department.

Lauson Introduces New Lightweight Engine

IN ANNOUNCING that their new lightweight engine is now on the market, "Chuck" Hamilton, sales manager of the industrial engine division, of The Lauson Co., New Holstein, Wis., states that it is "the lightest engine of its kind ever produced in the company's 57-year history."



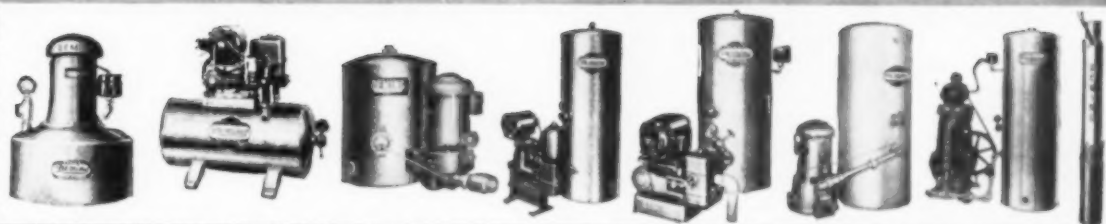
Of aluminum construction, this new Lauson SLV weighs 19½ pounds and has a two horsepower, four-cycle vertical shaft engine. The gasoline tank and the blower housing are integrated in one piece, which, according to the manufacturers, adds to the streamlined effect for power mowers. The engine is designed to start immediately and burns clear gasoline for faster starts and smoke-free exhaust.

Among the engineering features of this new vertical shaft engine are forced feed lubrication to give positive protection to vital, moving parts; a specially designed air cleaner to eliminate oil spilling; added temperature-reducing fins; drop forged crankshaft; and a larger flywheel for smoother operation. The engine also is available with Lauson's recoil starter.



He's out
To help you
SELL

DEMING water systems



FARMS



COTTAGES



RESTAURANTS

"Running Water"—the new cartoon character created by The Deming Company—appears in national advertising, direct mail folders, booklets and window streamers—all planned to help you sell Deming Water Systems.

Farms, rural homes, cottages, tourist courts, rural restaurants and service stations are your markets for the complete line of Deming Water Systems. "Running Water" is the biggest helper everywhere . . . in more ways on all days at least cost with dependable Deming Water Systems. Ask your distributor, or write us, for FACTS on why it will pay YOU to—



RURAL HOMES



TOURIST COURTS



SERVICE STATIONS

Sell
DEMING *the complete Line!*

THE DEMING COMPANY • 519 BROADWAY • SALEM, OHIO

From free-floating pick-up **Straight-Thru** **NEW IDEA** gives you today's most

NEW IDEA

T-6 Twine-Tie

with two twine boxes
holding two balls each

P.T.O. or
engine drive



NEW IDEA

W-6 Wire-Tie

with four double
wire boxes eliminating
rethreading

P.T.O. or
engine drive

Show your customers baling at its best . . . the new straight-thru baler by NEW IDEA. Its exclusive design gives cleaner pick-up, easier loading and gentler baling. Rugged construction keeps it in proper alignment—gives extra years of service. The pick-up yields easily over rough ground . . . has large diameter to reduce possibility

of picking up stones. Gentle hugging action forms uniform bales which are delivered by an adjustable hinged bale chute at wagon level, or flipped into the field. From cleaner pick-up to easier wagon loading, NEW IDEA does an all-around better job which means more sales, faster turnover and bigger profits for you.

*Straight-Thru Design

Straight-Thru Design is Exclusive with NEW IDEA. The straight-thru principle found **ONLY** in New Idea balers greatly simplifies the machine, cuts friction loss and reduces wear and tear . . . makes the machine more compact so it's easier to handle, easier to store.

Pull-type plunger
for compact design

Inclined bale chute for
easy wagon loading

Straight-thru design
saves leaves

No rethreading,
skip tripping,
double tripping

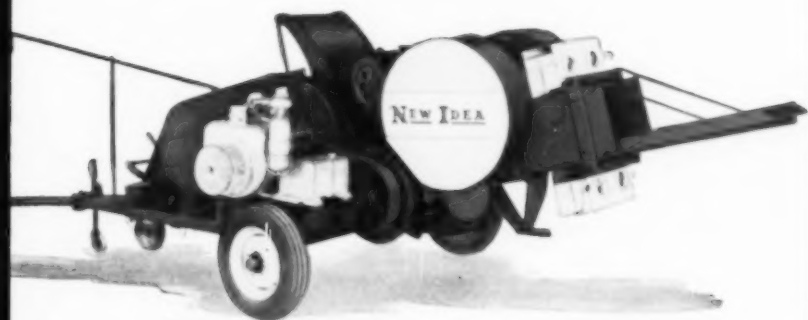
P.T.O. or engine drive



Free-floating pick-up sweeps
windrows clean, avoids stones

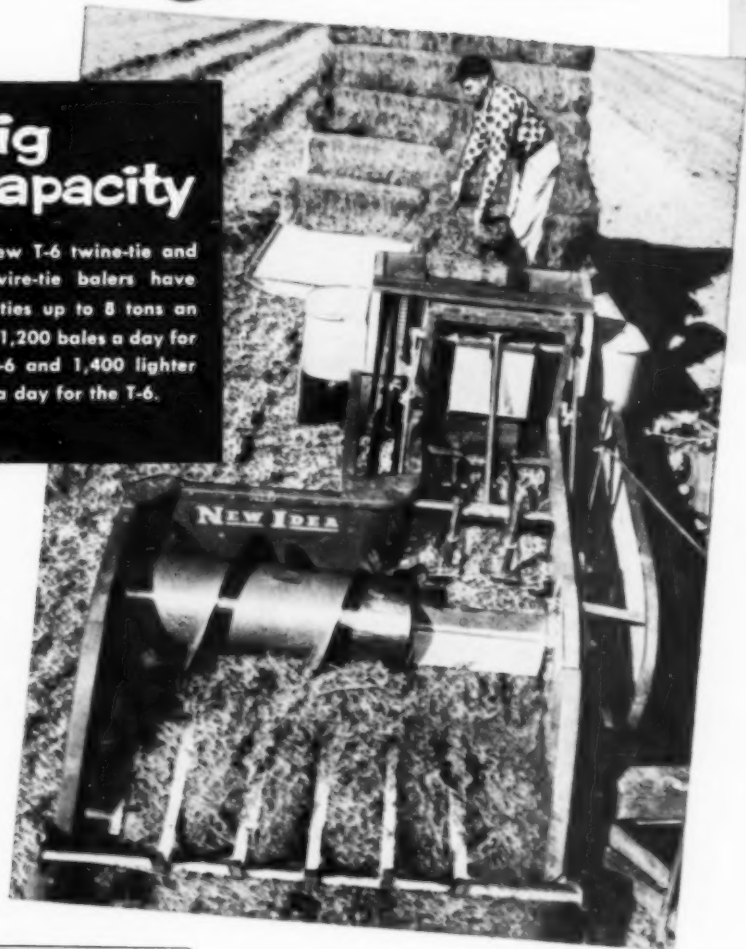
NEW IDEA
FARM EQUIPMENT COMPANY
AVCO
COLDWATER, OHIO, U. S. A.

to load-height bale delivery... advanced automatic balers



Big Capacity

The new T-6 twine-tie and W-6 wire-tie balers have capacities up to 8 tons an hour—1,200 bales a day for the W-6 and 1,400 lighter bales a day for the T-6.



Note the straight-thru design which eliminates twisting and turning of hay... also the convenient bale chute which delivers bale to proper wagon height.

R. B. Lourie, Retired Deere Veteran, Dies

R. B. LOURIE, 77, a member of the John Deere organization almost 50 years before his retirement in 1945, died in his home in Clearwater, Fla., April 7.

Born and educated in Keokuk, Ia., Mr. Lourie joined the John Deere organization in 1894 as an employee of the Lourie Implement Co. of Keokuk. He left Keokuk in 1897 to enter sales work for the Parlin & Orendorff Implement Co. of St. Louis, Mo. but in 1898 returned to the Lourie Implement Co. In 1899 he was transferred to Moline as assistant to the general manager of the Deere & Mansur



R. B. Lourie

Co. (now the John Deere Planter Works), and in 1901 he was elected treasurer of that company and appointed sales manager.

When the Deere interests were consolidated and reorganized in 1910-11, Mr. Lourie was elected a charter member of the present company's board of directors. In 1911 he was elected vice-president of the John Deere Plow Co. of Moline, and was appointed general manager of the Moline branch house. In 1934 he was appointed assistant sales manager of Deere & Co., also retaining his other positions. He continued to serve in those capacities until his retirement.

His son, Bruce Lourie, who succeeded him as vice-president and general manager, now is vice-president in charge of sales for Deere & Co.

He is survived by Mrs. Lourie; by a daughter, Mrs. F. E. Neir of Moline; by two sons, Bruce Lourie of Moline, and Ralph B. Lourie, Jr. of Gay Mills, Wis., and by five grandchildren.

New Holland Receives Public Relations Award

THE AMERICAN Public Relations Association presented the top national agricultural public relations award in the country to New Holland Machine Co., New Holland, Pa., at a recent luncheon in the Biltmore Hotel, New York City.



J. E. Drew, awards chairman of the association, made the presentation to H. Joseph Hull, Jr. (shown in photo at right), manager of advertising and public relations. The award, a silver anvil symbolic of the forging of public opinion, recognized New Holland's efforts to promote grassland farming.

MM Adds Two Implements to Farm Machinery Line

TWO NEW implements have been added to the line of farm machinery manufactured by the Minneapolis-Moline Co. One implement is a pick-up disc harrow designed for three-point hitch operation and designated as the GO (top illustration); the other implement is a two-way, roll-over gang plow called the TW (bottom illustration).

In addition, the firm announced that its RC rotary hoe has been adapted for three-point hitch operation.

The GO is a double-cut disc harrow with a rigid one-piece welded frame of tubular steel. This harrow is available with either twenty 18-inch discs to provide a six-foot soil cut, or twenty-four 18-inch discs for a seven-foot one-inch soil cut.

Both the front and rear gangs of the GO have independent angular adjustments. Company engineers state that the gangs may be adjusted to any desired angle setting from 15 to 25 degrees for increased penetration as well as



Lilliston Opens Waco Warehouse, Sales Office

THE WACO, TEXAS warehouse for Lilliston Implements will serve southwestern dealers for Roto-Speed cutters and Lilliston peanut combines, according to an announcement by John T. Phillips, Jr., executive vice-president of Lilliston Implement Co., Albany, Georgia.

The new warehouse and sales office, under the management of James M. Culpepper, officially opened May 1.

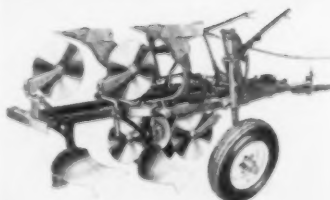
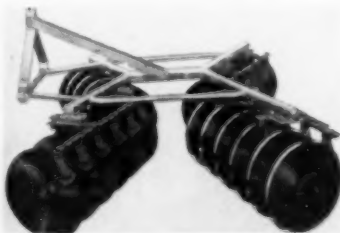
The new facilities will specialize in handling dealers' requirements of Roto-Speed rotary mowers and stalk cutters and Lilliston peanut harvesting equipment. Of-



James M. Culpepper

fice and warehouse are located at 3311 La Salle St., Waco, Texas.

thorough turning, mixing and pulverizing of the soil and trash. The rear gangs also may be adjusted laterally a total of seven inches, or three and one-half inches on each side. Scrapers are supplied as standard equipment, cut-away



discs are optional equipment.

The TW or "Tumblebug" plow is a two-way, roll-over gang plow that replaces the firm's model TK. Engineers state that many of the features of the TK have been retained but, that several new features have been incorporated into the TW. The features include heavier all round construction; higher beams for increased trash clearance; automatic roller type hitch with a 52-inch horizontal adjustment and a 10-inch vertical adjustment; spring-trip safety release to protect plow bottoms from damage if they strike an obstruction; roller-bearing disc wheels on 5.90 x 15 tires.

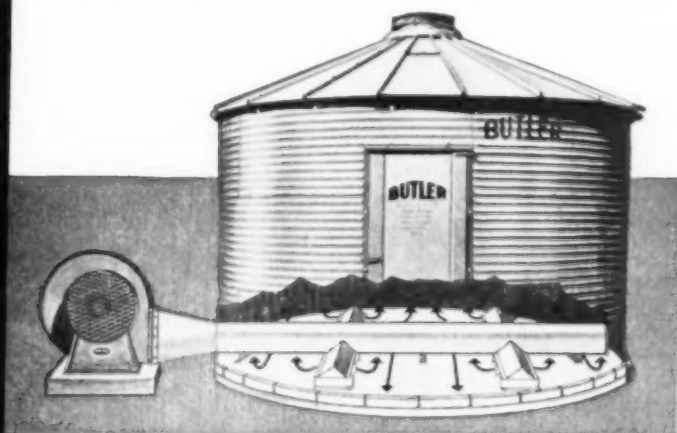
The RC rotary hoe is a two-section rotary hoe that has been equipped for three-point hitch operation. The three-point hitch is connected to the RC by four pivot pins. This allows independent flexibility of each rotary hoe section to follow the contour of the ground.

Here's why you make extra profits as a **BUTLER** dealer



You sell safe, clean grain storage! Butler steel grain bins give your customers weather-tight, rodent-proof storage at a cost of only a few cents a bushel

per year. With 1,000, 2,200, 1,330 and 3,276-bushel capacities, you can sell Butler bins to match the grain storage needs of every farmer.



You sell a complete grain conditioning system! New Butler crop conditioner cools high moisture grain quickly to promote natural conditioning and prevent heating. You can sell ducts, fan and motor with Butler bins in "packaged" sales.



You sell fast, easy grain handling! Butler auger loaders make quick easy work of filling or emptying Butler bins and other grain-moving jobs. They tie in with your Butler bin and crop conditioner sales to add extra profits to your Butler dealership.

GET THE FULL STORY!

Learn how you can stock, display and sell Butler grain bins, conditioning systems and auger loaders to cash in on the big sales opportunities a Butler dealership offers. See how you can build up off-season sales, add a profitable new volume to your business. Mail coupon now for complete information.



Manufacturers of Oil
Equipment • Steel Buildings
Farm Equipment • Cleaners
Equipment • Special Products

Factories located at
Kansas City, Mo. • Galesburg, Ill.
Richmond, Calif. • Birmingham,
Ala. • Minneapolis, Minn.

Send this coupon TODAY

For prompt reply, address office nearest you:
BUTLER MANUFACTURING COMPANY
929 Avenue W, Besley, Birmingham 9, Alabama
7394 East 13th Street, Kansas City 26, Missouri



I'm interested in the profit opportunities a Butler dealership offers. Please send me more information.

Name

Address

Town State

Business

Stock Control Wins Profits from Parts

(Continued from page 81)

"A good parts department is the very heart of dependable maintenance of farm machinery," said Robert Cornell, manager of the farm equipment division of the company. "Having parts in stock when a customer wants them is the basis of good service, and good service leads to sales. A reliable card system certainly is one way of having both slow-moving and

fast-moving parts in stock at all times."

The company's \$30,000 volume from sales of parts during 1953 was about a 20 percent gain over the previous year.

In this parts control system, there is a card for each part. On each card is recorded the parts number, list price and cost price, bin location, description, and the equipment it is used on. Additionally, each card has columns for the date of the order, quantity, amount received, number sold, and balance on hand. At the top of each column

space is provided for recording total sales for each year, so that comparisons may be made from season to season.

When a customer calls in for a part needed for a binder, for example, BF650, the B file is pulled, item card located by number and current balance found to be "2." The customer can be told immediately that the part is in stock. The parts man does not have to lose time by first locating the bin, then checking to see that the needed part is on hand.

"It means that when a call comes in, we don't have to run back and forth between the counter and the shelves, and keep a customer waiting here or at the other end of the telephone," said Cornell. "We can give faster, more reliable service."

Maximum and minimum quantities of each part are based on sales during previous seasons. With an accurate knowledge of fast-moving parts every precaution is taken to assure that there will always be an ample supply in stock.

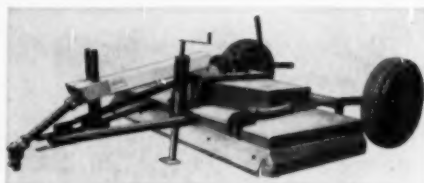
When quantities reach minimum allowable levels these parts are re-ordered by the company book-keeper automatically, saving Manager Cornell a good bit of time for other duties.

Usually sales tickets are posted to the cards every afternoon. During the height of the season in June and July as many as 300 tickets with listings of from 12-20 items may require posting. This takes from two to three hours. Also stock orders of merchandise received must be posted about every two weeks. After parts packages have been opened and the package slips checked against contents, postings are made on the control cards. According to Cornell, this may take a couple of hours in season with only 30 minutes being required for posting special orders of 12-20 items.

When an item is out of stock at the source of supply back orders are taken and the parts card tabbed to indicate the situation. As back orders increase, the quantity ordered is watched so that the stock coming in will not be completely exhausted in filling back orders.

Parts that do not move over a period of time are tabbed and watched. If no movement is indicated over a two years' period, those that may be returned to the factory as surplus are returned. Others which the factory will not take back are placed on the counters for sale at special prices.

Why So Many Dealers Sell Multi-Purpose Wood's Rotary Cutters



UNUSUAL PARTS POLICY

Wood's Cutters are built to last. And they do—longer than competitive makes and under harder use. If a part fails, as one will occasionally on ANY machine, our attitude is...

WE ARE TO BLAME

We feel no part of the cost should be unloaded onto the dealer. So...

WE PREPAY FREIGHT ON WARRANTY REPLACEMENTS

And we gladly accept shipping charges on defective parts sent to us for examination.

WE DO THE ADVERTISING

It is also a basic belief of ours that THE CREATION OF CONSUMER DEMAND IS OUR JOB—not our dealer's. It's his job to make his store the place where farmers like to trade; to create confidence among his customers in ALL the products he sells. His advertising should be designed to accomplish these results, rather than attempt to build demand for our rotary cutters.

AND THE PRODUCT IS RIGHT

Ask any dealer who handles Wood's Rotary Cutters. He'll tell you there's no finer line of cutters made; that the cutting widths from 42" to 114" in hydraulic lift and drawbar types with one, two or three blades give him the best chance of matching each customer's specific need; that, if anything, Wood's Rotary Cutters are overbuilt to insure long life and low maintenance cost. He'll also tell you they're priced right—competitively, but with a good margin of profit for him.

- ★ 9 Models From 42" to 114" Cutting Swaths
- ★ Hydraulic Lift and Drawbar Types
- ★ Adjustable From Ground to 14" Height
- ★ Mow, Shred, Clip, Mulch—4 Machines In One
- ★ 3/16" Boiler Plate Blade Protection
- ★ Forged, Heat Treated Blades
- ★ Universal Joint Drive Has 50 Horsepower Capacity to Handle Largest Farm Tractor Power
- ★ Triple "B" V-Belt Drive
- ★ Highly Maneuverable in Close Spots
- ★ 8" or 15" Wheels
- ★ Overlapping Blades

For More Information, Write, Wire, Or Call Collect

WOOD BROTHERS MFG. CO.

17406 South 4th Street

• Oregon, Illinois

No full time clerk is required to take care of this perpetual inventory system. The system works so easily that all posting is done by the company bookkeeper.

"We do not have any lost sales now due to our failure to order items that are out of stock. Our cards are watched closely with each posting to see that balances are ample to take care of our customers' needs."

Sales have shown a steady increase from season to season due in part to the accurate inventory control made possible by this card system.

"We find also that a more efficient parts department has increased traffic, with a rise in sales on items customers think of as they drop in. The greatest satisfaction," Cornell continued, "is in taking inventory at the end of the season. It is a real time-saver to be able to take inventory right from the cards rather than from the bins. We make an actual physical count once a year and find errors on the cards gratifyingly low."

Self-Propelled Combine

(Continued from page 94)

riding comfort. The seat also may be tilted back if the operator wishes to drive standing up. The operator is up above the dust zone where he can watch the platform at work, and, at the same time, have a clear view ahead and on each side. A guard rail on the operator's platform is an extra safety precaution.

Servicing time, for the most part, has been turned into grain-saving time, the company points out. Seventy-three percent of all bearings are sealed and lubricated for life. At noon, for instance, the operator has only nine bearings to pressure-grease before getting under way. All oil fittings which require regular servicing are within easy reach. The waist-high fuel tank is easy to fill with can or hose.

Non-stop harvest is assured by an extra margin of strength at all points of strain. The full-floating axle, which carries the weight of the machine, is enclosed in a sealed housing. Transmission and differential gears also are enclosed in a dustproof housing. Lowered center of gravity and scientifically distributed weight give this new combine stability for safe operation on slopes.



"It's no use, Mike . . . these are Campbell Chains!"

There's no substitute for safe, long-wearing CAMPBELL CHAIN for hundreds of jobs of holding, hauling, or hoisting. Campbell makes chain in any size, grade or specification. Each link is inspected to assure rugged dependability. Order CAMPBELL CHAIN in the handy CAM-PAK . . . display it on the eye-catching Display Merchandiser. Your jobber can give you complete information. If you prefer, write direct.



CAMPBELL CHAIN *Company*

Main Office, York, Pa. • West Burlington, Iowa
Portland, Oregon • Sacramento, California

CAMPBELL
CHAIN

Makers of Famous CAMPBELL Lug-Reinforced TIRE CHAINS

Massey-Harris Appoints Thomas Vice-President

H. H. BLOOM, president of The Massey-Harris Co., has announced the promotion and appointment of



George H. Thomas

George H. Thomas as vice-president in charge of administration of the company.

Thomas is well qualified for the position, having served the company in many important executive capacities in different parts of the

world. Born in London, England, he first joined the company in 1915.

In addition to his present duties, his new position involves a direct responsibility in working with the various divisions relating to budgets, manufacturing program, expense control and other matters concerning day-to-day operations.

Harwood to Head Ford Sales Administration

J. ALLEN HARWOOD, of Birmingham, Michigan, has been appointed manager of the newly formed Sales Administration Department of the Tractor and Implement Division, Ford Motor Co., according to O. L. Wigton, general sales manager.

Since joining Ford in August, 1953, Harwood has served as assistant manager, Parts Sales Department.

From 1947 to 1953, he was associated with Dearborn Motors, former national marketing organization for the Ford tractor and Dearborn farm equipment, as assistant parts sales manager and as

advertising budget supervisor. Prior to that time he had served in sales and administrative capacities with Detroit Diesel Division of General Motors, the Detroit Ordnance branch of the War Department, and Alger Delta Electric Association, located in Escanaba, Michigan.



J. Allen Harwood

Harwood attended Cloverland Commercial College and the University of Detroit, according to the announcement.



**Soil Loamy?
Or Sandy?
Or Rocky?**

"EMPIRE"

**Built Tillage Tools are Custom
Made to Fit Any Cultivating Need!**



**It Pays to Sell the Line with
Ready Trade Acceptance!**

**Heat Treated
FOR TOUGHNESS
Tempered
FOR PERFORMANCE**

THE EMPIRE PLOW COMPANY

"Specialists in Tillage Tools Since 1840"

CLEVELAND 27, OHIO

1840 1954

***"If our executives
did not read
BUSINESS
PUBLICATIONS
I'd consider them
unfit for their jobs"***

Col. Willard F. Rockwell,
Chairman of the Board,
Rockwell Manufacturing Company



"We feel the same way about our sales managers," Colonel Rockwell continues. "We expect them to know what is being printed in the business publications and to guide themselves accordingly. Further, we ask our salesmen to keep our home office informed about the comments of our customers on business periodicals."

Like Colonel Rockwell, other business and profes-

sional leaders the country over are reading business publications covering their fields of activity. They are getting from these magazines vital information about new products, new methods, new marketing trends, price and distribution changes through the advertising as well as the editorial pages. The Business Press offers a direct route to anyone who has anything to sell to business and professional men.



For a United Business Press

NATIONAL BUSINESS PUBLICATIONS, INC.

1001 FIFTEENTH STREET, N. W. • WASHINGTON 5, D. C. • STerling 3-7535

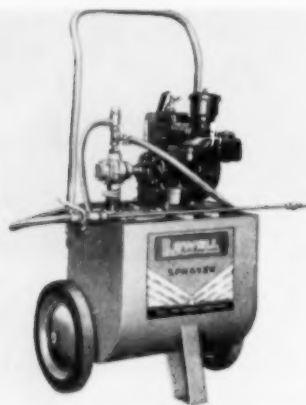
The national association of publishers of 161 technical, professional, scientific, industrial, merchandising and marketing magazines, having a combined circulation of 3,524,478 ... audited by either the Audit Bureau of Circulations or Controlled Circulation Audit, Inc. serving and promoting the Business

Press of America ... bringing thousands of pages of specialized know-how and advertising to the men who make decisions in the businesses, industries, sciences and professions ... pinpointing your audience in the market of your choice. Write for complete list of NBP publications.

Root-Lowell Announces Portable Power Sprayer

A NEW 10-GALLON power sprayer, the Roll-N-Spray, is announced by the Root-Lowell Corp. The portable sprayer is said to be ideal for home-owners who want to spray lawns and gardens or for small farm use.

The Roll-N-Spray develops continuous high pressure and delivers up to 1½ gallons per minute. It is suited particularly for spraying flowers, gardens and shrubbery and with a special 4-nozzle boom is used for lawn spraying.



It rolls easily on large rubber-tired wheels, the manufacturers state, has a powerful engine and pump, and convenient discharge equipment.

The Roll-N-Spray is available from Root-Lowell dealers. Further information may be obtained from the Root-Lowell Corp., 445 N. Lake Shore Drive, Chicago, Illinois.

Cuneo Elected Sales VP of Fairbanks, Morse Co.

J. A. CUNEO, who for the past several years has been general sales manager of Fairbanks, Morse & Co., was elected vice-president in charge of sales, and Robert B. Craig, formerly assistant to the president, was elected a vice-president with his headquarters in Washington, D. C. at a recent meeting of the board of directors.

Cuneo joined the Fairbanks-Morse organization in 1929 as a field engineer representing the company's Export Division, during which time he traveled in the West Indies and in Latin America. He was later manager of the Havana, Cuba branch, and in subsequent



J. A. Cuneo

years he was assistant manager of the Export Division in New York. Still later he was a member of the organizing staff of Fairbanks-Morse de Mexico in Mexico City. In 1951 he became general sales manager, following a successful regime as manager of the Los Angeles branch where he was lo-

cated from 1947 to 1949.

Complete list of officers for the company for 1954 were elected as follows: Col. Robert H. Morse, chairman and general manager; Robert H. Morse, Jr., president; Robert B. Craig, vice-president; J. A. Cuneo, vice-president - sales; O. S. Leslie, vice-president - manufacturing; G. J. Malone, vice-president and comptroller; V. H. Peterson, vice-president - railroad sales; L. W. Stolte, vice-president-treasurer; A. L. Stoddard, secretary; L. R. Gaiennie, director of personnel; and E. T. Sandeen, assistant secretary.

Duro Co. Releases New 38-Page Catalog

THE DURO Co., Dayton, Ohio, has released a new multi-colored, illustrated 38-page catalog. Catalog No. 54 pictures a representative showing of the firm's water pumps, water systems, water softeners and filters. Typical applications and

Massey-Harris Announces New Front End Loader

THE NEW 40 front end loader, designed to lift a load of 600 pounds to a height of 6 feet 8 inches is being manufactured now by the Massey-Harris Co., Racine, Wisconsin.

The loader, designed for the firm's Pony and Pacer tractors, has a 4-cubic foot bucket and features all-welded steel construction with V-type braces from the arms to

the crossbar in front of the bucket to give more strength and durability, more resistance to shock loads. Lift arms are constructed of channel steel.

The manufacturers state that their Depth-o-matic system assures accurate, positive hydraulic control and the 40 hooks up quickly and easily to both Pony and Pacer tractors. It attaches as a unit to the frame of the tractor, keeps structural members low, out of the way for unobstructed vision.



STAR

SERVICE SHARES



**FULLY
GUARANTEED**
AS TO QUALITY,
FIT, AND
FINISH

Patterns are available for practically all plows, listers, middlebreakers in No. 1 soft center or No. 2 crucible steel of the highest quality obtainable. Send today for catalog.

STAR MANUFACTURING COMPANY
DIVISION OF ILLINOIS IRON & BOLT CO.
CARPENTERSVILLE, ILLINOIS, U. S. A. (EST. 1873)

... Make an

EasyChair of ANY Tractor Seat!



Sell your customers **REAL** comfort ... plus rugged good looks ... **AND** economy with this practical - durable Cushion ...

So easy to tie on ...

Adjustable to fit any tractor seat.



PATENTED

**Mendy
POSTURE**

**FOAM RUBBER
TRACTOR CUSHION**

COVER OF PLASTIC-COATED
FABRIC—WATER RESISTANT!

**FABRICS
INC.**

Order TODAY from your local distributor or write us for your nearest source of supply.

311 BELL ST. MONTGOMERY, ALABAMA



... UNTIL

You Check the Facts on CARLON PLASTIC PIPE

Other plastic pipe may look like CARLON ... but only CARLON is unconditionally guaranteed. Both quality and performance are backed by the company which pioneered in plastic pipe ... and leads in every way.

CARLON is performance proven. Thousands of installations throughout the nation prove that CARLON is dependable and long-lasting, even in the most severe conditions.

CARLON sets the standard for the industry. By careful selection of raw materials, proper compounding, and advanced production techniques, CARLON produces pipe that meets every test.

More CARLON is sold than any other plastic pipe. It is nationally recognized ... the stripe which marks CARLON plastic pipe is the sign of quality for you — and for your customers.



Buy the Pipe with the Stripe!

Write today for literature



CARLON PRODUCTS CORPORATION

Pioneers in Plastic Pipe

10300 MEECH AVENUE • CLEVELAND 3, OHIO

2000-CP MANUFACTURING PLANTS IN OHIO, COLORADO, N. CAROLINA, OREGON, TEXAS AND ONTARIO

performance charts are included also, together with ejectors, well cylinders and accessories.

The new catalog covers dealer sales aids, newspaper mat service and advertising literature available to the trade.

Requests for the catalog should be directed to Mr. Carl Brower, Director Market Development, The Duro Co., Dayton 1, Ohio.

We Cut Expenses

(Continued from page 82)

customers had been expecting throughout the years, and getting. I set out to plug that leak.

In Clarendon, my dealership is the only one that will send a man into the country for service. Some of my competitors don't even have a service department. So my business was built largely on parts and service, but I haven't been getting paid for a lot of service. We have a reputation for being a service institution, but it reached the point where customers expected service free.

For example, I sold a power unit for a water pumping job. The

unit had not been in service very long until the customer called me and wanted me to send a man out to his place — 22 miles — to fix a water leak. When he described his trouble to me, I told him he could fix that leak just as well as my man could and that I couldn't afford to send my man out there.

That's the way it's going to be from now on. We are through giving all sorts of free service all over Donley county. From now on, when a sale is made, we will show the customer the warranty and make sure that he understands what the warranty calls for. We will make certain, too, that the customer understands that his free service stops when the warranty expires. There is no point, as I see it, in building a business on parts and service if you don't get paid for service you should be paid for.

Abiding by that policy, I estimate, will reduce expenses another \$1,500, at least. For it is quite possible that I have been giving away that much service annually. And if, this year, I should get paid for \$1,000 worth of service I have been giving away in the past, that would actually make

a difference of \$2,500 between what went out and what came in.

Meanwhile, I have improved and expanded my bookkeeping system, so that I can get accurate information on the business from day to day. I have no information as yet on what the saving will be in that department, if any. But my accounting procedure is set up with a view to handling more business through the shop. For shop work and parts are going to have to sustain the business, unless we get rain, minus hail.

Formerly, my shop was poorly arranged. It could receive only one service job at a time. Waiting jobs had to be parked outside.

The building is not large, only 75 by 85 feet and the shop was housed in an extension, 20 by 75 feet. This shop extension had to be heated and lighted. We moved the shop into the main building where it now occupies larger space that affords room for three stalls instead of one. If the shop gets to a certain point on a tractor overhaul job, for example, and meets with unexpected delay, then its attention can be devoted to a waiting job in an adjoining stall.

Doing this remodeling, rearranging the office, painting the interior and treating the concrete floor in the shop cost about \$400. Some of it will come back to me in the form of savings on utility bills. The main building must be heated and lighted anyhow, but we no longer need to heat or light the extension.

I would not attempt to forecast the extent to which my preparations for more shop volume will be justified. After I had made all these changes I was somewhat concerned about them and wondered if I had done the right thing.

Then, in the early part of February, when I was still president of the Tri-State Hardware and Implement Association, it became necessary for me to go to Amarillo on association business. And in Amarillo this association work took me to all the branch houses of farm equipment factories located there.

This trip put me at ease and, in fact, fully justified my judgment in economizing and preparing to sell more parts and service. For in all but one of the branch houses in Amarillo — where every major factory is represented — management was expecting dealers to depend on parts and service for between 65 and 90 per cent of their business this year.

MR. DEALER we want YOU to Distribute The SOUTHLAND Implement Line

**3-POINT MOUNTED SPRING - SPIKE & DISC HARROWS
MOLBOARD - DISC and WHEATLAND PLOWS**

1 - 2 & 4 ROW SPRING OR TRIP SHANK CULTIVATORS

NO MIDDLEMAN, Here's YOUR Chance To Receive

DISTRIBUTOR DISCOUNT

**Exclusive Only One Dealer Distributor To An Area
YOU NAME YOUR OWN PROTECTED TERRITORY**

**This is your opportunity to make 1954 your Best and Biggest Year,
while sales volume is dropping for other dealers.**

**ALL SOUTHLAND Implements are fully adjustable.
All our harrows are made to float with the ground contour.**

**SOUTHLAND is the only low priced line having all the best operating
features, plus greater strength and longer life.**

**UNCONDITIONALLY GUARANTEED against wear or breakage from any
normal operating hazard for six (6) months after retail sale.**

SOUTHLAND IMPLEMENT CO.

**709 9th Street North, Birmingham, Alabama
Birmingham 9. Alabama**

BAZOOKA

Reg. U. S. Pat. Off.

SPIRAL GRAIN LOADER

Model A-50, famous flex-drive Bazooska with motor mounted low. Best all purpose auger. Sectional tube for any practical length.



AS LOW AS \$221.50

Models and Prices to Meet All Your Trade Requirements



Economy priced Model B-50 with carrier, adjustable motor mount, cable head, 20 and 26 foot lengths. Best buy in the low priced field.

AS LOW AS \$159.50



AS LOW AS \$69.50

Bazooska truck unit with swivel bracket, adjustable engine mount and shaft for drag auger, 14 & 20 ft. fixed lengths.

Featuring 3 Models Illustrated Plus High Elevation Unit and Upright Tube for Permanent Installations

A quality built line competitively priced, including five different models for all purposes and pocketbooks. All are of heavy lock joint tubing, with helicoid flighting and high speed sealed bearings. Sectional tube construction where practical. Electric motor drive optional in most models. Custom built machines for special purposes. You can develop a good grain auger business with the Bazooska line.

New, Liberal Dealer Discounts. Write for Details.

Distributed by
IMPLEMENT SALES CO.
3455 E. Platte Ave. East
Decatur, Georgia
MCKENZIE SALES CO.
340 West Olive Ave.
Memphis, Tennessee



WYATT MFG. CO., INC.

Jayhawk Farm Implements Since 1903 . . Dept. B-202 Salina, Kansas

ROCKET

DRILLS

ROTARY CONCRETE CORE DRILLS

SIZES
3/16" to 2"

Sold
Only Thru
Hardware
Wholesalers!

★ Triple
Spiral

TUNGSTEN
CARBIDE
CUTTERS

★ "Silent Salesmen" to boost your sales! Attractive plastic displays and handy kits are available without cost.

★ Longer shanks may be added to drills 1/2" and larger. The shank screws into body of the drill.

ROCKET CONCRETE DRILL CO.

P.O. BOX-X, DANA POINT, CALIFORNIA
Warehouse Stock, 9-South Clinton Street, Chicago 6, Illinois

There've Been Some Changes Made!

NEW IMPROVEMENTS GIVE
FROST-PROOF MODEL-B
COLUMBIANA CAM-LOCK
HYDRANT ADDED SELLING
FEATURES!

1 NEW CROSSHEAD SET SCREW!

Size increased for easy adjustment with standard wrench. Securely locks valve adjustment.

2 IMPROVED PACKING GLAND NUT!

Easily adjusted with any standard wrench.

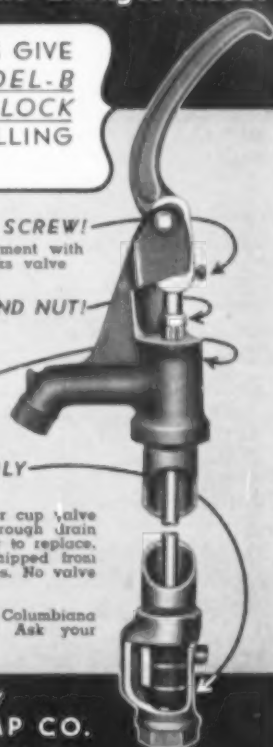
3 IMPROVED PACKING GLAND WASHER!

Specially treated—designed for positive sealing.

4 ENTIRE VALVE ASSEMBLY CHANGED!

Specially treated, double rubber cup valve construction. No water loss through drain port when valve is open. Easy to replace. Entire new valve assembly shipped from factory . . . installed in minutes. No valve assembly adjustment by user.

Investigate this newly designed Columbianna Model-B Cam-Lock Hydrant now! Ask your distributor about it!



MANUFACTURED BY
COLUMBIANA PUMP CO.
COLUMBIANA, OHIO, U. S. A.

Sell the Compost Grinder THEY ARE ASKING FOR



The Nationally Advertised W-W COMPOST GRINDERS

Now you can sell the leading compost grinder and soil shredder in America. It's the W-W Compost Grinder that will screen, shred, or grind tough organic matter, wet or dry, into ideal compost material, mulch, or fertilizer. It will also mix and screen soil, compost, or other fertilizer fine enough for seeding flats. National advertising in leading publications has already sold thousands. It's a good money-maker in off seasons. Five models to choose from.

LIBERAL DEALER
DISCOUNTS

SEND
THIS COUPON
FOR COMPLETE
INFORMATION —

Sure I'm interested in becoming a W-W dealer. Send me complete details.

NAME _____

ADDRESS _____

TOWN _____ STATE _____

W-W GRINDER CORP.,
DEPT. 21, WICHITA, KANSAS

ADVERTISER'S INDEX

A

Ackerman-Steffan Div. Parker
Mfg. Co. *
Acorn Adhesives Co., Inc. *
Allen & Company, Inc. *
S. L. *
Allis-Chalmers Mfg. Company..
Aluminum Goods Mfg. *
American Chain & Cable Co.,
Inc. 45
American Pad & Textile Co. 76
American Steel & Wire Co.,
Cyclone Fence Div. *
Ames Co., O. 5
Animal Trap Co. of America *
Arvey Corporation *
Asbestos Textile Div. *
Raybestos Manhattan, Inc. 2
Atlantic Steel Co. 32
Atlas Asbestos Co. 72
Atlas Tack Corporation *

B

Bassick Co. 78
Berns Company, Inc., Otto *
Bethlehem Steel Corp. 1
Bettis Corp. *
Bevin-Wilcox *
Baker & Co., Inc., H. 69
Bristol-Horton, Inc. *
Brown Corp., W. R. *
Butler Mfg. Co. 103

C

Calbar Paint & Varnish Co. *
Campbell Chain Co. 105
Carlson Products Corporation 109
Case Co., J. I. *
Champion DeArment Co. 76
Chapman Chemical Co. *
Chattanooga Implement &
Mfg. Co. 74
Chicopee Manufacturing Co. 25
Clark Brothers Bolt Co. 70
Classified Ads. *
Clemson Bros., Inc. 68
Cleveland Mills Company *
Coal Chemicals Div. *
U. S. Steel Corp. 61, 62
Coleman Company, Inc. *
Colorado Fuel & Iron Corp.,
Wickwire Spencer Steel
Div. 7
Coke's Mfg. Co. 6
Columbia Malleable Castings
Corp. 72
Columbian Rope Co. 23
Columbiana Pump Co. 111
Consolidated Metal Products
Co. 75
Consumers Glue Co. 74
Continental Scale Corp. *
Corning Glass Works *
Crescent Tool Co. *
Crown Dairy Supply Co. *
Crucible Steel Company 113
Cyclone Fence Dept. United
States Steel Corp. *

D

Davis Company, H. B. *
Dayton Pump & Mfg. Co., The. *
Dazey Corp. *
Deacatur Pump Company *
Deere, John 85
Deming Company 99
Dempster Mill Mfg. Co. 80
Diamond Calk Horseshoe
Company *
Dicks-Pontius Co. *
Diets Company, R. E. 74
Draper-Maynard Company *

E

Electric Wheel Company *
Empire Plow Co. 106
Evans & Company 71

F

Fabrics, Incorporated 109
Fairbanks, Morse & Co. *
Faris Mfg. Co., W. W. *
Federated Mutual Implement
& Hdw. Insurance Co. *
Ferguson, Inc., Harry *
Fittler Co., Edwin H. 77
Flex-O-Glass *
Flint & Walling Mfg. Co., Inc. *
Fond Du Lac Roller Corp. *
Ford Motor Co. *
Tractor & Implement
Division 88, 89
Frabill Mfg. Co. 65

G

General Steel Warehouse Co.
Inc. 50
Geuder, Paeschke & Frey Co. *
Gould Pumps, Inc. 91
Graham & Co., Inc., John H.
(King Cotton Cordage Div.) *
Graham & Co., Inc., John H.
(Lock-Set Screening Co.) *
Greenlee Tool Co. 54
Griffin Co., G. W. 65
Griffin Mfg. Company 64

H

Hanson Scale Co. 76
Herschel Mfg. Co., Inc., R. *
Hodell Chain Co. *

I

Ideal Brass Works, Inc. *
Igloo Water Cans & Coolers *
Ingraham Co., E. 8, 9
Ingersoll Products Division
(Shovels) Fourth Cover
International Electric Co. 69
International Harvester Co.
(General Line) 83
Irwin Auger Bit Co. Front Cover

J

Jackes-Evans Mfg. Co. *
Jackson Mfg. Co. (Fans &
Lawn Mowers) *
Jacobsen Manufacturing Co. *
Johnson, Inc., Edward E. 58
Jones & Laughlin Steel Corp. 27

K

Kellogg Brush Mfg. Co. *
Keystone Steel & Wire
Co. 96, 97
King Hardware Co. 53

L

Lamson & Sessions Co. 52
Larson Co., Chas. O. *
Lauson Co., The *
Lavelle Rubber Company *
Libby Owens, Ford Glass Co. 75
Linen Thread Co., Inc. *
Lowe Brothers Co. *
Lufkin Rule Co. 48

M

Marble Arms Corp. *
Marine Products, Inc. *

Marshalltown Trowel Co. 66
Massey-Harris Co. 95
Master Lock Co. *
Master Rule Mfg. Co. *
McKinney Mfg. Co. 60
Midland Industries, Inc. *
Millers Falls Co. 29
Midwest Tool & Cutlery Co. 55
Minneapolis-Moline Co. *
Moto-Mower Company *
Murray Company of Texas *
Murray Ohio Mfg. Co. *
Myers & Bros., F. E. 56

N

National Guard Products, Inc. *
National Housewares Mfgs.
Assn. 73
National Lock Co. 59
National Metal Products Co. 68
National Screw & Mfg. Co.
..... Second Cover

Neatslene Company 77
New Britain Machine Co. 21
New England Carbide Tool
Co., Inc. *
New Holland Machine Co. 93
New Idea Division AVCO
Mfg. Corp. 100, 101
New York Wire Cloth Co. *
Nicholson File Co. 57
Nixdorf-Krein Mfg. Company *

O

Ocean City Manufacturing Co. *
Olin Industries, Inc. 17, 18, 19, 20
Olin Industries, Inc.
(Electrical Division) *

P

Pachmayr Gun Works, Inc. 63
Papac Machine Co. *
Parker Mfg. Co. 67
Parkersburg Steel Co. 12
Patterson Sargent Co. *
Peaslee-Gaulbert Paint &
Varnish Co. 13
Peerless Freezer Co. *
Peters Cartridge Div. 4
Phoenix Manufacturing Co. *
Pittsburgh Steel Co. *
Plastex Company, The
Portable Electric Tools,
Inc. *
Prepo Corporation 70
Proen Products Co. *

Q

Quaker Supreme Chemical
Corp. *
Quinn Wire & Iron Works *

R

Rain-Beau Products Co. *
Red Devil Tools 78
Red Head Brand Co. *
Red Jacket Mfg. Co. *
Remington Arms Co. 11
Republic Steel Corp. 31
Resinite Sales Corp. 49
Revere Copper & Brass Inc. *
Reynolds Metal Company 10
Rocket Concrete Drill Co. 111
Rogers Isinglass & Glue Co. *
Ruberoid Co. *
Russell, Burdall & Ward
Bolt and Nut Co. *

S

Samson Cordage Works *
Sandvik Saw & Tool Corp. *
Savage Arms Corp. (Arms) *
Schlegel Mfg. Co. 15
Seovil Manufacturing Company *
Sealand, Inc. *
Seymour Smith & Son, Inc. *
Shaw Mfg. Co. *
Shox Stock, Inc. *
Shepherd Laboratories 77
Smith & Co., D. B. *
South Bend Toy Mfg. Co. *
Southern Screw Co. 73
Southland Implement Co. 110
Spraying Systems Co. *
Springfield Co., The *
Stanley Tools *
Stanley Works *
Star Mfg. Co. 109
Stratford Prod., Inc. 75
Sunset Line & Twine Co. 71
Swing-A-Way Mfg. Co. 3

T

Taylor Chain Co., S. G. *
Tennessee Coal, Iron &
R. R. Co. *
Tip Top Prod. Co. 59
Tractor & Implement Division,
Ford Motor Co. 88, 89
True Temper Corporation *
Trig-O-Matic Tool Corp. 58
Turpentine & Resin Factors
Inc. 55

U

Union Hardware Co. *
United States Rubber Co. *
United States Steel Corp. *
United States Steel Corp., Coal
Chemicals Div. 61, 62
Union Fork & Hoe
Company *
Utica Duxbak Corp. 67
Utica Drop Forge & Tool Co. 47
Upson Brothers, Inc. *

V

Victor Saw Works, Inc. 68
Vital Products Co. 77
Vulcan Elec. Co. 75

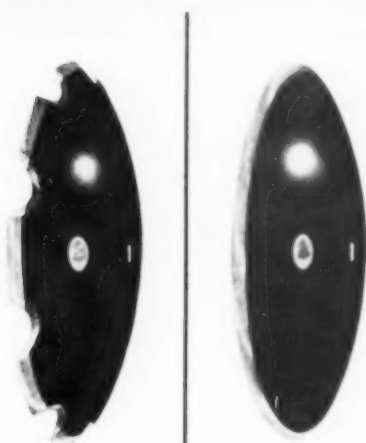
W

Want Ads *
Warp Bros. *
Warren Tool Corp. 51
Whitehead Woven Wire Co. 73
Wickwire Bros., Inc. *
Wickwire Spencer Steel Div. of
The Colorado Fuel & Iron
Corp. 7
Wickwire Spencer Steel Div.
of the Colorado Fuel & Iron
Corp. (Coburn Products) 14
Winchester Repeating Arms
Co. (Ammunition) *
Winchester Repeating Arms
Co. (Guns) 17, 18, 19, 20
Wire Products Company 75
Wisconsin Motor Corp. 114
Wood Brothers Mfg. Co. 104
Wood Mfg. Co., A. R. 78
Wood Co., Joseph T. *
Wood Co., T. H. *
Wright Steel & Wire Co.
G. F. 77
W-W Grinder Corp. 111
Wooster Rubber Co. *
Wyatt Mfg. Co. 111

Y

Yale & Towne Mfg. Co. *
Yardley Plastics Company *

IT'S THE STEEL



Wheel-mounted disk harrow manufactured by Kewanee Machinery & Conveyor Company, with Crucible LaBelle discs

that gives
LaBelle discs
superior discing
qualities

After all it's the steel that goes into a disc that counts most in its performance. That's why you can rely on LaBelle®...for only LaBelle discs are made by *steelmen* who control their production with the same skill and care given to tool and other special purpose steels.

And it's this same steelmaking skill, based upon a half-century of experience, that dictates how LaBelle discs are made. That's why, for example, Crucible grinds the notches and edges on its discs. For although it's true that a good edge can be made in several ways, experience has proved that an edge properly ground prior to heat treatment gives best service in the field.

So sell your customers LaBelle solid or cut-out discs with confidence. They are available for *all* makes of disc plows and harrows, and for all soil conditions.

FREE — Here, in concise, easy-to-read form, is news of the latest methods of tillage written by an independent expert. To get your copy just fill in and mail the coupon.



Please send me a copy of Soil Improvement with Crucible Agricultural Steels.

Name

Company Title

Address City State



CRUCIBLE

first name in special purpose steels

54 years of *Fine* steelmaking

AGRICULTURAL STEELS

CRUCIBLE STEEL COMPANY OF AMERICA, GENERAL SALES OFFICES, OLIVER BUILDING, PITTSBURGH, PA.

REZISTAL STAINLESS • REX HIGH SPEED • TOOL • ALLOY • MAX-EL • SPECIAL PURPOSE STEELS

SOUTHERN FARM EQUIPMENT Section for JUNE, 1954

Let WISCONSIN Air-Cooled ENGINES Help Sell the Machine



this Ad Appears in:

American Vegetable Grower	April
American Fruit Grower	April
Copper's Farmer	May
Country Gentleman	May
Farm Journal	June
Farm and Ranch	May
Progressive Farmer	June
Successful Farming	July
Western Fruit Grower	June
Country Guide	March
Farmers' Magazine	March
Le Bulletin des Agriculteurs	March

Farmers, everywhere, are using Wisconsin Heavy-Duty Air-Cooled Engine-powered equipment. They're also reading about the features that make Wisconsin Engines most popular.

Why not use this already established prestige to make your selling job easier? When customers come in looking for combines, balers, elevators, garden tractors or other Wisconsin-powered equipment . . . let the WISCONSIN ENGINE help sell the machine — on the sound basis that *no machine is any better than the engine that runs it.*

Wisconsin Engine advertising in leading farm papers tells your customers why these engines deliver the most dependable power service.

WISCONSIN HEAVY-DUTY Air-Cooled ENGINE Performance Features

TROUBLE-FREE, ALL WEATHER AIR-COOLING . . .

No farm machine is any better than the Power that drives it. And efficient cooling, under all operating conditions, is one of the first essentials to dependable power! A large capacity fan, cast in the flywheel of every Wisconsin Engine, provides trouble-free cooling, even in the most extreme temperatures.

TAPERED ROLLER BEARINGS AT BOTH ENDS OF CRANKSHAFT . . .

These self-cleaning, file-hard bearings take up all load thrusts, permitting the use of either chain-, belt- or gear-drive direct from the extended crankshaft, without fear of damaging main or connecting rod bearings. This does away with the need for an outboard bearing.

HIGH TENSION, ROTARY TYPE OUTSIDE MAGNETO . . .

Positive gear drive direct from camshaft assures steady, uniform ignition at all times. The complete unit is conveniently mounted on the OUTSIDE of the engine for easy accessibility. Weather-sealed against moisture and dust. Equipped with Impulse Coupling for quicker, easier starting at all seasons.

POSITIVE, PUMP-CIRCULATED LUBRICATION . . .

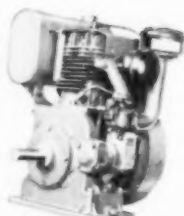
All single cylinder models (with exception of Model AEN) have pump-circulated level splash system. Model AEN and multi-cylinder models pump an individual oil stream to each connecting rod. Other parts are lubricated by oil spray, assuring complete and thorough lubrication for smooth-running and long engine life.

• These are some of the reasons why it pays to specify "WISCONSIN ENGINE POWER" when you buy new farm equipment. See your implement dealer . . . and write for free descriptive literature.

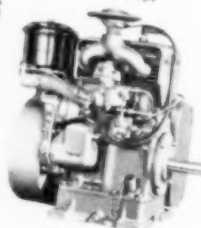


WISCONSIN MOTOR CORPORATION

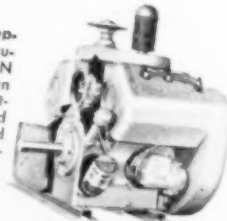
World's Largest Builders of Heavy-Duty Air-Cooled Engines
MILWAUKEE 46, WISCONSIN



4-cycle single cyl.
3 to 9 hp.



2-cylinder
7 to 15 hp.



V-type 4-cylinder
15 to 36 hp.

SELL MORE...

FASTER!



FREE MOTION DISPLAY *with the purchase of* POPULAR MIRRO ELECTRIC PERCOLATORS

YOU GET FREE THIS \$10.00 Electric-Motion, Shopper-Stopper Display Fixture with deal.

YOU SELL Five Fast-Moving, Completely Automatic MIRRO-MATIC Electric Percolators and One Best-Seller MIRRO Electric Percolator!

YOU MAKE \$26.16 on the Deal Items Alone—FULL 36.6% MARGIN!

YOU KEEP This Valuable Display Unit That Will Go On and On Making MORE Money!



Handsome mahogany veneer display is skilled cabinet work at its best. Unique, clock-face *action*, powered by a flashlight-battery motor, costs only pennies to run. Complete setup takes less than one square foot of counter space! Actual display dimensions only 23" x 8" x 55 1/2".

*Buy from
Your
MIRRO
Jobber*

A99M MIRRO Electric Percolator Deal

		Dealer Price*	Retail Value*
1 Only	A10M Display Stand	FREE	
2 Only	101M 4-cup Polished MIRRO-MATIC Percolators	\$12.60	\$19.90
2 Only	102M 8-cup Polished MIRRO-MATIC Percolators	15.84	25.00
1 Only	112M 8-cup CHROME MIRRO-MATIC Percolator	12.00	18.95
1 Only	122M 8-cup MIRRO Electric Percolator	4.75	7.50
TOTAL		\$45.19	\$71.35

Shipping Weight A99M Deal: 20 1/2 lbs.

*Includes 5% Excise Tax

Prices slightly higher in West

MIRRO
THE FINEST ALUMINUM

ALUMINUM GOODS MANUFACTURING COMPANY

FIFTH AVENUE BLDG., NEW YORK 10

WORLD'S LARGEST MANUFACTURER OF ALUMINUM COOKING UTENSILS

• MANITOWOC, WISCONSIN
MERCHANDISE MART, CHICAGO 34

NEW!

Ingersoll **XTRA LITE** Shovels

Only 3½ Pounds!

Re-order No. Stamped on Socket!

- So light, so right, so easy to handle.
- Hollow back design is extra strong—blades specially heat treated for added strength.
- Re-order No. stamped right on socket. Saves time—eliminates errors.
- Blades made of Ingersoll's famous Tem-Cross steel—guaranteed not to split or curl at the edges.
- Both round point and square point models available with Dee or Long handle.
- Handsome aluminum finish on blades.

EXTRA STRONG!

Weight test proves ruggedness of new Ingersoll Xtra Lite Shovels



WRITE TODAY FOR FULL DETAILS



INGERSOLL STEEL DIVISION
Borg-Warner Corporation

NEW CASTLE • INDIANA